

Television Age

Expanding tv markets outstrip growing metropolitan areas PAGE 29

Merged Beech-Nut Life Savers finds tv ideal for its products PAGE 38

Little gain in toll television enthusiasm in past three years PAGE 42



SPECIALIST IN SPOTS

Highly contagious! Yes, it's getting around—as one national advertiser tells another about his spot TV success-stories on these fine stations.

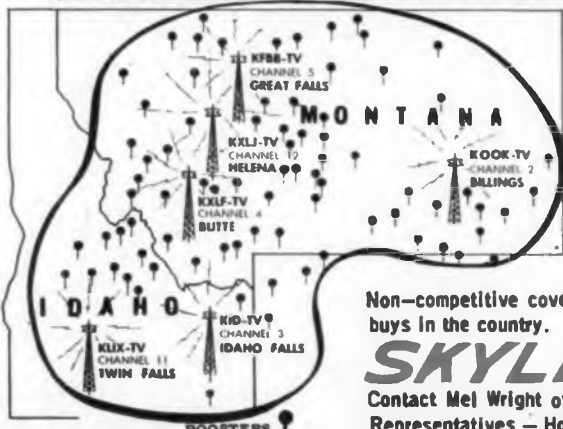
KOB-TV	Albuquerque	WSM-TV	Nashville
WSB-TV	Atlanta	WNEW-TV	New York
KERO-TV	Bakersfield	WTAR-TV	Norfolk
WBAL-TV	Baltimore	KWTV	Oklahoma City
WGR-TV	Buffalo	KMTV	Omaha
WGN-TV	Chicago	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
WNEM-TV	Flint-Bay City	WTVD	Raleigh-Durham
KPRC-TV	Houston	WRGC-TV	Rochester
KARK-TV	Little Rock	KCRA-TV	Sacramento
KCOP	Los Angeles	WDAI-TV	San Antonio
WPST-TV	Miami	KFMB-TV	San Diego
WISN-TV	Milwaukee	WNEP-TV	Scranton-Wilkes Barre
KSTP-TV	Minneapolis-St. Paul	KREM-TV	Spokane

Television Division
Edward Petry & Co., Inc.
 The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
 LOS ANGELES • SAN FRANCISCO • ST. LOUIS



**bigger than
San Diego**



* ARB average November, 1959

BIG..at low cost

SKYLINE NETWORK puts 90,600* nighttime TV homes in your pocket every quarter-hour Sunday Through Saturday.....over 32,000 more than the highest rated station in San Diego - at 22% less cost per thousand. With one buy, one billing, SKYLINE delivers the combined Idaho-Montana TV market reachable only through SKYLINE NETWORK.

Non-competitive coverage - No duplication. CBS - ABC. One of the best spot buys in the country.

SKYLINE NETWORK

Contact Mel Wright of Skyline Advertiser Sales - Box 2191, Idaho Falls, Idaho.
Representatives - Hollingbery & Art Moore.

Television Age

29 METRO VS TV AREAS

Growing tv markets are bigger now than standard metropolitan areas at their centers

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The lighter side

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FASTEST SELLING SERIES IN SYNDICATION TODAY!



Buyers who know the best are snapping it up . . . Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like Triangle bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series - BEST OF THE POST - for your market!



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 6-2100

DL

Smiles that make you happy!





The pleasure is all *yours* when you select one of these *proven* laugh-winners (and big audience-winners!) from CBS Films. This Fall, scheduled to be comedy's biggest season, is the ideal time to put these guaranteed gloom-chasers to work for you. See how happy *you'll* be with . . .

The Phil Silvers Show

Sponsored by Dial, Ronzoni, Coca-Cola, Brylcreem, Studebaker-Packard, others. First in its evening time period in seven-station New York (NSI Jan.-June '60). Said the American Stores (Acme) ad manager: "Add us to the long list of clients for whom Bilko has done a solid job. We sought the ideal program for a family audience, and found a winner." (138 half hours)

Colonel Flack

Sponsored by Colgate-Palmolive, Kroger, Dow Chemical, Pepsi-Cola, others. First in its evening time periods in Milwaukee, Great Falls, Jackson, others (NSI, Jan.-June '60). Saluted *TV Guide*: "... as long on charm as it is short on pretense . . . one of TV's pungent delights." When "Flack" ended in Detroit, the protests made front-page news, and *The Detroit News* headlined: "Civic, Business Leaders Rally Round Flack." (39 half hours)

The Honeymooners

Sponsored by Anheuser-Busch, Safeway, Progresso, S&W, Canada Dry, Clairol, others. First in its evening time periods in Boston, Albany, Norfolk, others (NSI and ARB, Jan.-June '60). Said New York's *Daily News*: "You would have to go far to find a more amusing foursome. . . ." Said *Variety*: "... a perfect mating of script and cast." Sponsor Armour & Co. (Youngstown) reported: "... does a real selling job for all our Armour products." (39 half hours)



"... the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S. W. Caldwell Ltd.

CBS Films

MAY 19, 1960 WIBW was THERE!

Ripping, leveling, gouging an 80-mile swath through northeastern Kansas, the May 19 tornado destroyed an estimated \$7,000,000.00 in property and livestock.

Speeding ahead of the funnel, WIBW newsmen transmitted a continuous barrage of "where it is now" and "where it's going to hit next" information . . . enabling many thousands of persons to seek adequate shelter . . . saving many lives.

This comprehensive, on-the-scene coverage of the May 19 disaster (repeated, unfortunately, many times a year) is typical of the coverage Kansans have grown up expecting from WIBW-Radio and WIBW-TV.

Within hours after the tornado struck, the WIBW Farm Department organized twelve work assignment centers, surveyed the rural damage in detail and presented the full facts on Radio and TV.

Listeners and viewers throughout Kansas poured in over \$100,000.00 worth of labor and materials. The Rural Disaster Fund, established by Wilbur Levering (right) and Charles Ross of the WIBW Farm Department, dispensed over \$15,000.00 in contributions to persons living on about 200 hardest hit farms.



WIBW Radio-TV

CBS TOPEKA



SERVING KANSAS

*with the information that builds
loyalty and prestige that means results
for WIBW advertisers*

sold by



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Letter from the Publisher

Prosperity and Pitfalls

The release of the FCC figures confirms the healthy state of the television business.

Along with prosperity come inherent pitfalls. Oddly enough, some of these are generated by attitudes within the industry itself.

One of these attitudes is the complete and almost slavish acceptance, epitomized by the station manager, that ratings are the end-all and be-all of television. This manager has swallowed the bald concept that "if you've got the ratings, you can sell the time." This manager is not interested in upgrading his market or increasing his facilities. He is not the least bit interested in the "image" of his station. Based on philosophy of operation, he should fire his entire sales staff, discharge his rep and put an IBM machine in the station for quoting and clearing availabilities. Luckily, there are not many of this kind of station manager around, but the few that expound this philosophy do the entire industry a great disservice.

Another type of station manager who does injury to the industry as well as to himself is the one who loudly proclaims that he is "sold out." If a station is completely sold out, it is underpriced or it hasn't been sold properly.

Some of the agencies have commented on the "smugness" of certain television operations. "Some stations," one agency executive commented wryly, "have lost the technique of selling. Business has become so good that they are getting lazy. They seem to have lost their muscle."

It will be recalled that radio went through an interesting transition. Immediately after the war radio was critically affected with the disease known as "sold-out-itis." Then came television, and radio was faced with a complete reorientation not only of programming but also of selling techniques. Stations that had never had a sales staff were faced with a problem of training and fielding a productive sales force. Radio has made a remarkable comeback, and it was done by aggressive selling.

Television has much to learn from radio. There is plenty of room for more aggressive selling by television stations at the local and national level. We are still in a competitive economy, and a station doesn't exist where imaginative selling cannot substantially increase its gross billing.

Metro vs Tv Areas

Release of the preliminary population figures for 1960 standard metropolitan areas again brings to attention a point which cannot be made too often—a television area is almost invariably larger than a metropolitan area.

Metro areas, for the most part, are confined to a limited mileage around a central city, covering the city itself and its immediate suburbs. A tv area, on the other hand, covers the central city, its suburbs and the extra-urban area which lies beyond these suburbs and in many cases includes from one-quarter to one-half of the area population.

The lead story in this issue (page 29) compares the tv area population with that of the new metropolitan areas. It makes interesting reading—must reading indeed for every advertiser and agency that wants to get the most for its advertising dollar.

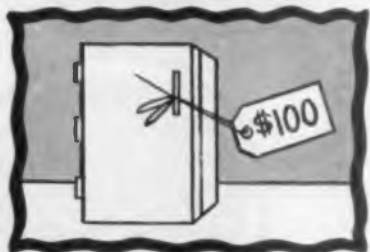
Cordially,

S. J. Paul

IT'S POWERful!



Here's another
Channel 2 special!



It's the freezer buy
of the year!



Bring the kayak paddle, we're
headed for Channel 2 land.

Actually, our signal is pretty spotty in the 49th state, but powerful Channel 2 sure does an impressive job in Eastern Maine.

And remember, a matching national spot buy on 6 in Portland gives you Maine's two major markets at a 5% saving.

See your Weed TV man.

WLBZ-TV
2 NBC FOR
BANGOR



MAINE BROADCASTING SYSTEM
WLBZ-TV, Bangor WCSH-TV, Portland
WRDO Radio, Augusta
WLBZ Radio, Bangor WCSH Radio, Portland

Interview: *Wesby Parker*

President of Dr. Pepper tells why he recommends
time on WLW Television and Radio Stations.



"The famous Crosley Group reaches over 9 states and 6.5 million homes—giving advertisers one of the best buys and biggest markets of all 'time!'"

"The 5 WLW Television Stations and WLW Radio offer that great big number one desirability—**AUDIENCE COVERAGE!**"



"So to doctor and pep up your sales, just leave it to Crosley Broadcasting Cooperation—as we call it. Because the WLW Stations sure give complete cooperation to advertisers!"

Call your WLW Stations' Representative... you'll be glad you did! The dynamic WLW Stations...



Crosley Broadcasting Corporation, a service of *Arco*

Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations



Crosley Broadcasting Corporation a division of Arco



**BARDO
RANKS #1
FROM PTI**

ANOTHER TOP NAME IN THE
BIG J. ARTHUR RANK PACKAGE
OF POST '50 HITS MADE FOR
AMERICA TO ENJOY (12 IN FULL
COLOR). GET FULL DETAILS ON
THE "BUY" THAT RANKS #1

RANKS #1 FOR BIG NAMES
RANKS #1 FOR CURRENT HITS
RANKS #1 FOR FULL COLOR
RANKS #1 FOR SALES IMPACT

FOR FULL DETAILS, CONTACT:
MICHAEL M. SILLERMAN, EXEC. VP
PROGRAMS FOR TELEVISION, INC. **pti**
1150 6TH AVE., N. Y. 36 YU 6-3650

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NO. 4

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**NIVEN
RANKS #1
FROM PTI**

ANOTHER TOP NAME IN THE
BIG J. ARTHUR RANK PACKAGE
OF POST '50 HITS MADE FOR
AMERICA TO ENJOY (12 IN FULL
COLOR). GET FULL DETAILS ON
THE "BUY" THAT RANKS #1

RANKS #1 FOR BIG NAMES
RANKS #1 FOR CURRENT HITS
RANKS #1 FOR FULL COLOR
RANKS #1 FOR SALES IMPACT

FOR FULL DETAILS, CONTACT:
MICHAEL M. SILLERMAN, EXEC. VP
PROGRAMS FOR TELEVISION, INC. **pti**
1150 6TH AVE., N. Y. 36 YU 6-3650

gesundheit!

(or, you can't

sneeze at results

like these...)



About three years back, one of our HR&P salesmen proposed a tailor-made spot TV plan to the makers of a cold remedy who were consistently majoring in network television.

The plan wasn't taken *exactly* as he presented it. But the company *DID* buy one which was at least a first cousin — and thus brought a new budget of nearly half a million dollars to spot TV.



This made our man happy, of course. Later — when the cold remedy's sales went up about 15% — he was five times as happy because a fivefold boost in the spot TV budget was contemplated for the following snuffle season. Since, however, there are serpents in every Eden, we were called in twice before that time to defend our medium (this being one of our specialties) against other interests.



Successfully so, you should know. For the larger spot budget was continued during last Winter—and approximately the same amount is now earmarked for the 1960-61 season. Obviously the advertiser has benefited, the stations we represent have benefited, the spot TV medium has benefited. It's always nice to see everybody win.

THE MORAL IS THIS: HR&P salesmen are picked for creative flair and resourcefulness—which directly rewards the stations who have picked us. But it goes beyond that. Since we concern ourselves with only *one* medium, there are no limiting factors to keep us from the creation of new business for the whole spot TV industry. In other words — and uniquely — we can afford to be *doubly* creative.



Briggs Palmer,
New York office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • LOS ANGELES

In Chicago



... O'Hare International, the "jet capital," is the largest commercial airport in the world. Its ten-square-mile complex now handles over 125 jet flights a day. And with the completion of its \$120,000,000 building program in 1962, it will be capable of handling twelve million passengers annually!



In Chicago

WGN

TELEVISION

*—owned and operated by
Chicagoans—is dedicated to
quality programming and
community service.*



WGN IS CHICAGO

Quality • Integrity • Responsibility

Just for the Little People...

MISS FRAN FROM STORYLAND



THE STORYBOARD is Miss Fran's way of giving recognition to the junior artists who have sent in literally thousands of drawings.

MISS Fran and her sparkling puppet friends offer entertainment and educational guidance to a devoted and responsive audience daily. When the little people of the KWTV 54-County Community tune to Miss Fran and her puppet menagerie they find imaginative encouragement to be courteous, respectful, and considerate . . . qualities which make desirable citizens today . . . and tomorrow! An opinion poll of these "little people" would no doubt reflect TV-RADIO MIRROR'S selection of MISS FRAN FROM STORYLAND as "Best Children's Show Southern States."



KWTV
OKLAHOMA CITY

EDGAR T. BELL
General Manager
JACK DELIER
Sales Manager

*The TOWER
with SALESpeople
in Oklahoma*

444

Color Baseball in 1961

... thank you ... for including WGN Television in the article on colorcasting of baseball games. We plan to telecast an equal amount of Cubs and White Sox games in color next season. In our opinion, color baseball on WGN-TV has done more to stimulate color-set sales in our coverage area than any program feature. . . .

DAN CALIBRARO

Assistant to the General Manager
WGN, Inc., Chicago

Midas \$5 Million

In the very fine piece about Midas in the August 8th TELEVISION AGE there was a figure of \$5 million used to represent Midas' national advertising expenditure. More accurately, this figure represents the total expenditure of Midas and its many dealers throughout the nation. It represents the cooperative efforts, in

ID's Sell

Ten ID's on KFMB-TV San Diego's daytime, live adult program, *Sunup*, are credited with stimulating sales for the upholstering firm, Furniture Land, to a \$4,000 daily gross.

Sam B. Weiss Advertising, agency for Furniture Land, placed the 10 ID's on the live morning show and two one-minute spots on the station's evening news—*This Day 1960*. Response was immediate and heavy, and calls continued through the week following the campaign. P. G. Wilson, owner of Furniture Land, says the new business stemming directly from the ID's was twice that from the other spots.

The client has renewed for 13 weeks.

NAB Conferences

The National Association of Broadcasters has changed the dates of the New York Fall Conference from Nov. 17-18 to Nov. 28-29, 1960, Biltmore Hotel. This completes the schedule of NAB's 1960 meetings as follows: Oct. 13-14, Hotel Biltmore, Atlanta; Oct. 18-19, Sheraton-Dallas Hotel, Dallas; Oct. 20-21, Mark Hopkins Hotel, San Francisco; Oct. 24-25, Denver Hilton Hotel, Denver; Oct. 27-28, Fontenelle Hotel, Omaha; Nov. 14-15, Statler-Hilton Hotel, Washington, D. C.; Nov. 21-22, Edgewater Beach Hotel, Chicago.

other words, between headquarters and the local dealers.

MORTON H. KAPLAN

Account Executive
Herbert M. Kraus & Co.
Chicago

Code Guides

Mr. Gaines Kelley's article on Code guides to TV commercials (TV AGE, Sept. 5, 1960) points up the behind-the-scenes activity of the men who have served on this important board. It seems to me that too little has been said and too little credit given to this industry group. . . . I think TELEVISION AGE is fulfilling a worth-while service in bringing this activity to the attention of your advertiser and agency readers. . . .

CLARK G. SMITH

Television Associates, Inc.
San Francisco, Calif.

Videotape Rate Cut

The general tendency when a new rate card appears is to raise rates. WCR-TV is making news with its new Videotape Rate Card No. 2 because the new card shows a rate reduction: \$50 per half-hour of studio use, instead of \$200 . . . a new, low rate for off-the-air videotaping of \$25. . . .

CHARLES HUTAUF

Director of Advertising,
Promotion & Merchandising
WCR-TV Buffalo

September 19, 1960, Television Age 15



Miss Fran with puppets Bopper and Droopy, as seen daily, Monday through Friday, 7:50 to 8:15 AM.



The personality that is Miss Fran can be measured: An average of 61 letters a day has been her mail count for the past two years.

Represented by

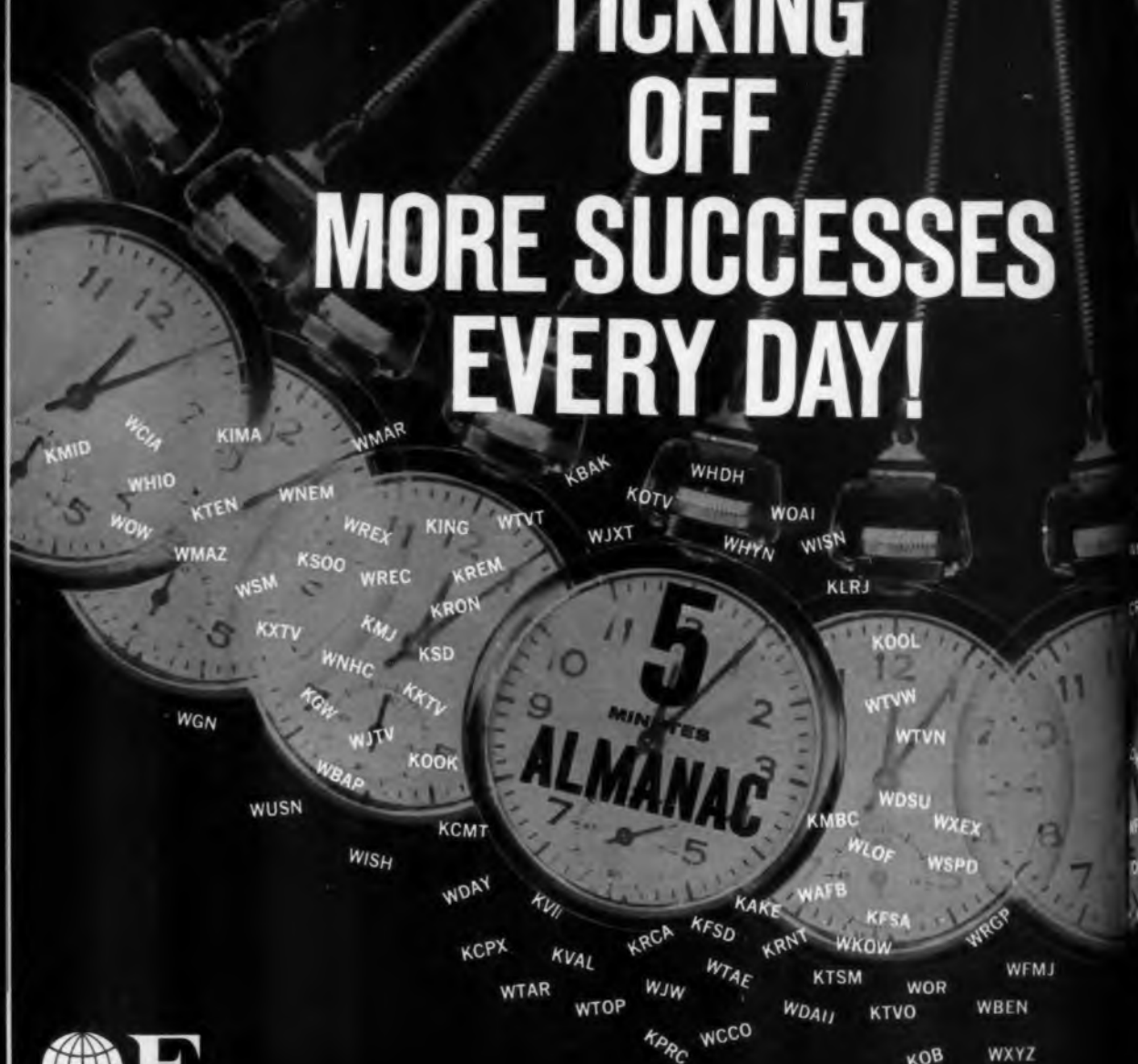
Edward Petry & Co., Inc.

The Original Station Representative

TICKING OFF MORE SUCCESSES EVERY DAY!



OFFICIAL FILMS, INC.



TWO FAST-SOLD SHOWS PROVE THE DRAWING POWER OF THE NEW FLEXIBLE SHORT- SEGMENT CONCEPT IN TV PROGRAMMING

The score for ALMANAC . . . 90 stations. The total for GREATEST HEADLINES . . . over 50 stations and still coming! Convincing proof of the tremendous appeal of this short-segment concept for audience, station and sponsor alike! The reason, of course, is its flexibility. A five-minute show slips easily into any time slot. It multiplies exposure and frequency. It allows advertisers to stretch advertising dollars over prime TV times. And the subject matter has high inherent interest and prestige.

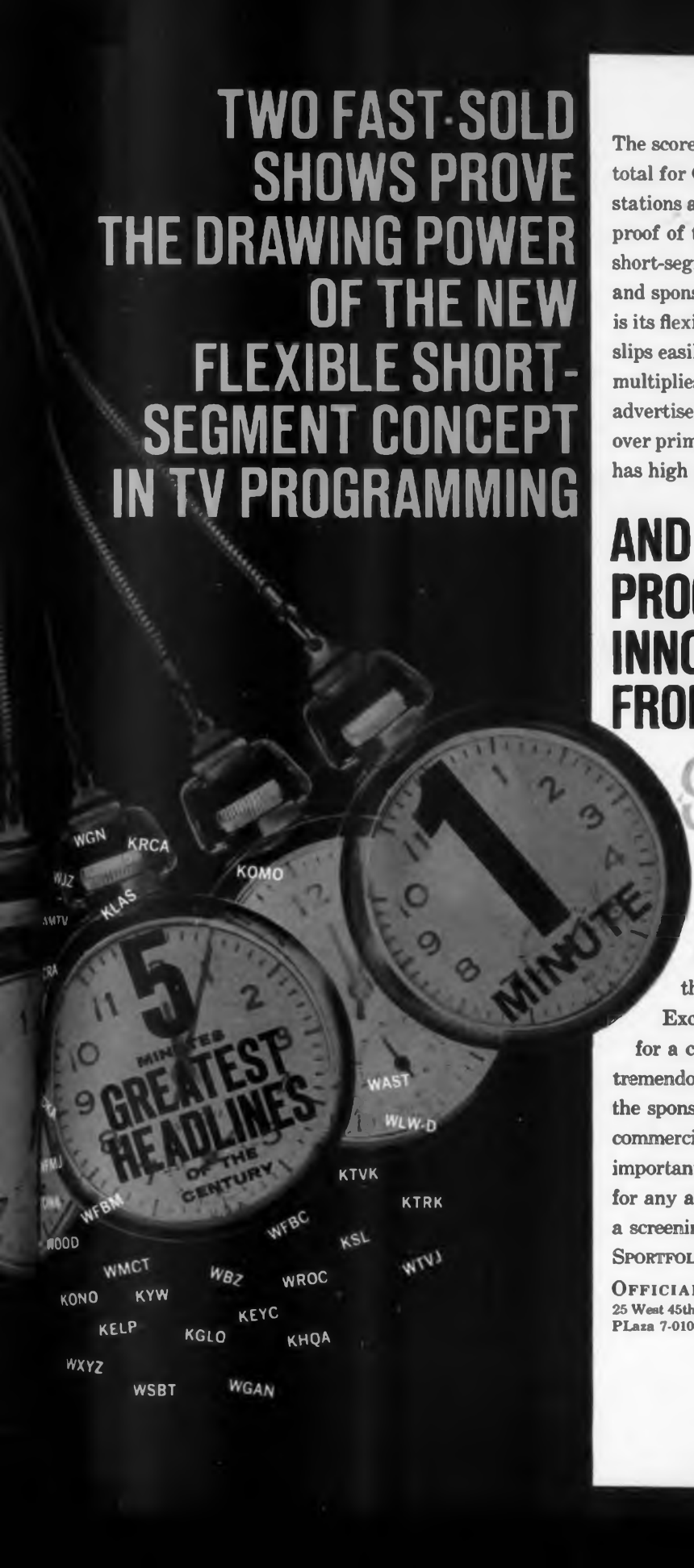
AND NOW...ANOTHER PROGRAMMING INNOVATION FROM OFFICIAL...

SPORTFOLIO

Great, dramatic high points in the history of sports . . . brought to the TV screen through newsreel clips.

Exciting, fast-moving vehicle for a commercial message . . . tremendous selling appeal for the sponsor who must limit his commercials to seconds but wants an important setting. Goes anywhere . . . for any advertiser! Arrange for a screening—get your order in early, SPORTFOLIO's success is assured!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
PLaza 7-0100





*We are Pleased
to Announce that*

WSJS Radio & Television

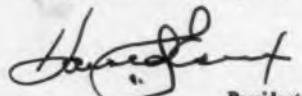
WINSTON-SALEM / GREENSBORO

Are Now Represented Nationally

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PETERS, GRIFFIN, WOODWARD, INC.

Triangle Broadcasting Corporation


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Universal Really Goes National

As noted in Tele-Scope last issue, Landers, Frary & Clark, makers of Universal Coffeematic and other appliances, plans its greatest tv campaign this fall. Full details now in show 27 cities start filmed minutes next week, with 268 weekly spots running until Dec. 11. Frequencies vary from five to 30 spots per market. Cities to be used are Minneapolis, San Francisco, Cincinnati, Miami, Cleveland, Los Angeles, Richmond, St. Louis, Milwaukee, Washington, New Haven, Atlanta, Hartford, Chicago, Detroit, Philadelphia, Kansas City, Buffalo, New York, Pittsburgh, Dallas, Ft. Worth, Newark, St. Paul, Seattle, Houston and Boston. Further additions might be made. George Kern is buyer at Grant Adv., N. Y.

Lawrence Expands in Programming

Robert Lawrence Productions, commercials production house, has made two of what is expected to be a series of moves into program production. Peter Cooper, head of the company's animation affiliate, Robert Lawrence Animation, has been appointed U. S. production head of the parent company, supervising all live-action and animated film. Kurt Blumberg, formerly syndication manager of United Artists Television (joining Ziv-UA after UA purchased Ziz), has been appointed vice president in charge of sales of Robert Lawrence Productions. These two appointments precede what is understood to be a concerted move into programming. First property now in production: *Toybox Time*, an animated series.

Waiting Period For Ward

The absence of Ward Baking Co. from the tv medium for a number of months does not indicate any dissatisfaction with video results, said company advertising manager Richard Prentiss. Tip-Top bread's animated saleslady, Emily Tipp, was laid to rest shortly after Grey Advertising, Inc., took over the account last year, but only because "she appealed to a specialized upper-income market." Currently introducing a half-dozen new products, Ward plans to return to tv once it sees which succeed.

Helme Heavies Up

George W. Helme Co., tobacco firm producing various brands of snuff, returns at issue date to a large group of southern markets with strengthened schedules of daytime minutes and ID's on some 33 stations. The company stayed on in some of its areas through the summer for the first time. Featured in the new fall films is a redesigned screw-top can. Dorothy Glasser is the buyer at Kastor Hilton Chesley Clifford & Atherton, Inc., N. Y.

Aussies Buy CBS News Product Unseen

The Australian Broadcasting Commission is about to conclude negotiations with CBS Films for the purchase

of at least 60 per cent of the CBS news and public-affairs programs to be produced by CBS News for the 1960-'61 season. Details of the unusual agreement (it involves buying news shows sight unseen and makes CBS a major supplier of programming to a foreign Government-owned operation) are expected this week.

Rambler's Drive Ahead

While details were unavailable at press time, American Motors Corp. is preparing a spot campaign in a large number of markets to introduce the Rambler '61 models. Last year's successful spot formula was a mid-October push that covered 80 markets with Friday night ID's, 20's and minutes for four weeks. Betty Powell is the time-buyer at Geyer, Morey, Madden & Ballard, Inc., N. Y.

Seven Arts: Just the Beginning

Seven Arts Productions, Ltd., now in tv distribution through Seven Arts Associated Corp. with 122 post-'50 Warner Bros. features, is out to acquire additional features and develop cartoon series for tv. In addition to the Warner films (40 of which are being released to stations this week), the company will distribute 40-45 features in which Eliot Hyman has an interest, the majority of which are of post-'48 vintage. Other features will be acquired, but the Warner package, titled "Films of the 50's," comes first. Louis A. Chesler is board chairman of Seven Arts Productions, and Mr. Hyman is president of Seven Arts Associated and vice president of Seven Arts Productions.

Musical Toymakers

At least two toy firms (the other is Ideal) are building fall campaigns around fully orchestrated commercials and musical jingles. Lowell Toy Mfg. Co. places its filmed minute spot for a game called Photo-Fun in eight top markets Sept. 24 in a campaign that runs until Christmas. The market list—up from three areas last year—includes New York, Philadelphia, Pittsburgh, Detroit, Chicago, Cincinnati, Cleveland and Milwaukee. Atlantic/Bernstein Assoc., N. Y., is the agency; partner Irving Glick is the contact.

In Defense of Madison Avenue

Some 25 advertising agencies and nearly 150 agency executives were cited for their public service in a tribute to America's advertising agencies just released by the Advertising Council. Agencies and ad men all had a part in Advertising Council campaigns, 19 of which were listed individually. "Nearly every big national drive conducted in America since the start of World War II has had good people from a volunteer advertising agency," the Ad Council sums up. "The man from Madison Avenue may have his faults. But he turns out to be an astonishingly decent fellow and a better citizen of his country today than most of the brickbat-throwers."

THE GRAY TELEVISION

WALB-TV

Albany, Georgia

WJHG-TV

Panama City, Florida

**DOMINANT SALES POWER FOR
Albany-Thomasville-Tallahassee-Panama City
and 57 South Georgia and Florida Counties!**

WALB-TV

delivers:

- 92.9% dominance of Albany metro audience (9 AM-Midnight, ARB March 1960)
- 60.5% dominance of Albany-Thomasville-Tallahassee metro audience (Monday thru Friday 6 AM-6 PM, Nielsen March 1960)
- 53% dominance of Albany-Thomasville-Tallahassee metro audience (Saturday thru Sunday 6 PM-Midnight, Nielsen March 1960)
- Albany is one of the 10 best business cities in the nation (Forbes, March 1960)
- Albany is Georgia's fastest growing city

WJHG-TV

located in fast growing Panama City
on the Florida Miracle Strip.

Retail sales per household average \$6533 — considerably
above the top ranked metro area of the United States

Ask today for availabilities and combination rate.

(One rate card — local and national)



The Telecasting Division of the Herald Publishing Company
James H. Gray, President

Raymond E. Carow, Director of Television Operations

Represented Nationally by Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.

SERVING A BILLION

VISION NETWORK

PROVIDES THE ONLY NBC PROGRAMMING
BETWEEN ATLANTA AND THE GULF



Grade B Population: 928,534


(1960 Census)

TV Homes: 187,270

(ARB January 1960)

The Gray Television Network is bigger than Chattanooga, Tenn.;
Columbia, S. C.; Augusta, Ga.; Peoria, Ill.

DOLLAR MARKET



I'm sold on 7! *



**** Los Angeles***

KABC-TV sells her on buying... and 7 million Southern Californians just like her are watching ABC's Flagship in the West. It takes great strides to keep one step ahead of America's busiest market. KABC-TV has what it takes... You can be sold on 7, too.

Business barometer

The two political conventions gave spot television its biggest single setback in July, the copyrighted Business Barometer indicates.

Reports from markets across the nation indicate an average decline for spot of 22.7 per cent under totals for June. This record drop puts spot 6.8 per cent behind the same month in 1959.

With the political conventions pre-empting a great deal of time on every station, many important spot advertisers refused station offers to take make-goods in other time. The serious effects which this had on total billings is indicated in the Business Barometer percentages.

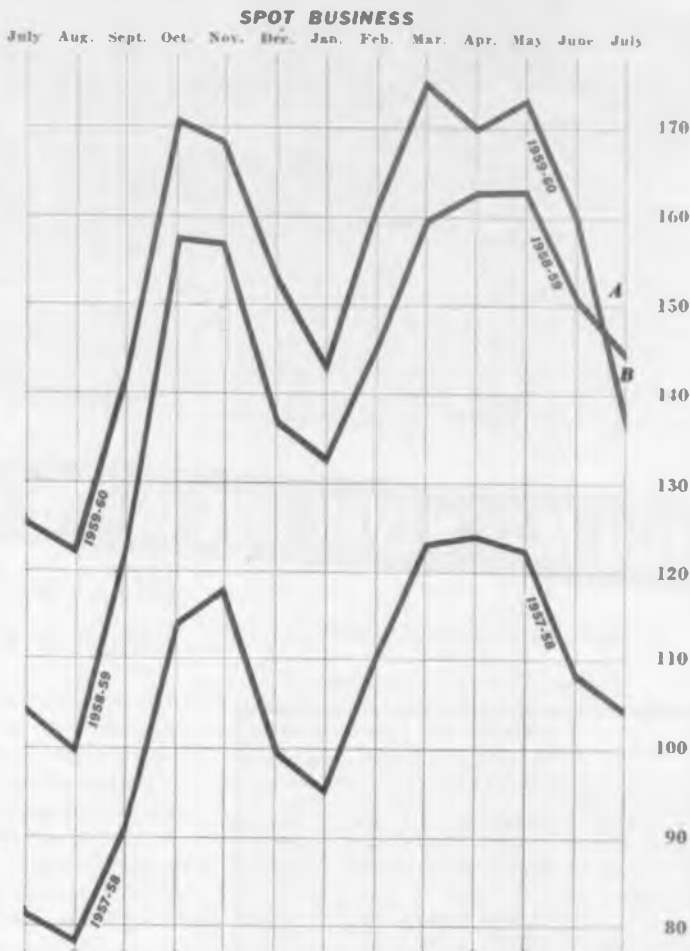
While July is always a dull month for spot television, the 22.7-per-cent drop under June is the greatest for the month since the Business Barometer reports were first begun in 1953.

In fact, this is the greatest decline for any division—spot, network or local—since the Business Barometer reports began.

In comparison, in 1959 the July spot billings were only 10.1 per cent under those in June. In 1958 they were 8.8 per cent, 1957 8.5 per cent and 1956 13.2 per cent. That 13.2-per-cent drop in July 1956 was, incidentally, the greatest decline for spot on record before that for July 1960, and that, too, was a political-convention month.

The full impact of the spot decline is better realized when it is pointed out also that the 6.8 per cent which spot fell behind spot in July 1959 is the first time that the medium has shown a smaller total than the year before in the two years that records of the year-to-year change have been kept.

While August reports are not yet complete, a sizable increase over July may be expected. With spot commitments back on schedule, total revenue will gain.



A July off 22.7 per cent under June
 B July 1960 off 6.8 per cent over July 1959



YOU MAY NEVER LIVE IN THE OLDEST CASTLE* —

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)

STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri. 9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat. 6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

*Oldest fortified castle in the world is at Gomdan (Kingdom of Yemen, Arabia) dating prior to 100 A.D.

BUT... WKZO-TV Gets Results "Fit For A King" In Kalamazoo-Grand Rapids!

WKZO-TV is the "palace royal" for advertisers in Kalamazoo and Grand Rapids (two of America's 51 fastest-growing city-markets) and in Greater Western Michigan, one of America's 20 largest television markets!

Every day, WKZO-TV carries news of your product to more of the market's 600,000 television homes than any other station. WKZO-TV delivers an average of 70% more homes per quarter hour than Station 'B,' Sunday through Saturday, 6 p.m.-9 p.m. (NSI—February, 1960).

For all the rest of outstate Michigan worth having, add WWTW to your WKZO-TV schedule. *If you want it all, give us a call!*



The Felzyer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTW — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Are week-end afternoons prime time? page 25

Official FCC figures show television's gains . . . page 25

Study shows mothers are top tv viewers page 27

Nine-Night Week

More than 1,900 spot tv advertisers used prime evening time in the first quarter of 1960, a seven-per-cent increase over the comparable period in 1959. That fact raises a question: with only seven nights in the week, how will tv accommodate additional prime-time advertisers? The Television Bureau of Advertising has the answer: on the other two nights of the week.

TvB is convinced that there are actually nine nights a week, because week-end afternoons are prime time too. In a brochure released this week, *Prime-Time Audiences . . . Nine Nights a Week*, TvB offers some convincing facts to support its thesis. Example: of all the people in the average market, 67 per cent are reached by television during prime evening time, while 46 per cent are reached during a week-end afternoon, which means that 69 per cent as many people watch week-end afternoons as watch prime nighttime.

And in terms of viewing per average minute, a TvB comparison shows that week-end afternoon tv returns an audience that is 37 per cent of the size of prime evening time. This last figure takes on meaning when it is related to costs. While the total time cost for one 20-second announcement in 234 markets during prime evening time is \$34,936, TvB notes, the total cost for the same spot in those markets during a week-end afternoon is \$12,505, or 36 per cent of the prime-evening time rate. This means that on a week-end afternoon an advertiser can reach 37 per cent of the prime-evening audience at 36 per cent of the prime-evening rate.

Additional data: viewers per home during the average minute week-end afternoons are actually more (2.5 as opposed to 2.4) than prime evening

time, and the audience composition is substantially the same. All of which, says TvB, extends prime time from 21 to 33 hours per week.

Prime-Time Audiences . . . Nine Nights a Week also shows how advertisers can supplement their nighttime schedules as well as substitute nighttime schedules. As an example, an advertiser can add four week-end afternoon spots a week to a nighttime schedule of five spots per week at a time-cost increase of 29 per cent. At the same time, he will be reaching 28.6 per cent more people. To a nighttime schedule of two spots per week an advertiser can add four week-end afternoon spots at a time-cost increase of 71 per cent and an audience increase of 98.3 per cent.

As a substitute for a nighttime schedule, an advertiser can reach prime audiences at time costs similar to nighttime, according to the TvB brochure. Example: a week-end afternoon schedule of five spots per week is comparable to a nighttime schedule of two spots per week. Week-end afternoon would then cost 10 per cent less than nighttime and reach the same number of people. Another example offered by TvB: a week-end afternoon schedule of eight spots per week is comparable to a nighttime schedule of three spots per week. Week-end afternoon costs would then be four per cent less than prime evening and would reach seven per cent more people.

The conclusion of *Prime-Time Audiences . . . Nine Nights a Week*: "Week-end afternoon tv meets the needs of the prime-time advertiser . . . in cost efficiency . . . in supplementing prime-time reach . . . in substituting for prime-time schedules . . . in availability."

Tv Volume Up Again

Official reports, confirming industry predictions made earlier, indicate

that television had a very good year in 1959. As a whole the industry profits before federal income tax rose to \$222.3 million, a 29.3 per cent increase over the \$171.9 million reported in 1958.

Total revenue from the sale of time, talent and program material to advertisers reached \$1,163.9 million, 13 per cent above the 1958 figure of \$1,030 million. At the same time the expense column increased only 9.7 per cent from \$858.1 million in 1958 to \$941.6 million in 1959.

Final tv broadcast financial data released by the Federal Communications Commission shows that total time sales for the industry reached \$1,070.6 million, up 12.6 per cent from the 1958 total of \$951.0 million. The three divisions of time sales all showed substantial increases. Network sales in 1959 were \$445.8 million, up 5 per cent from the \$424.5 million total a year earlier. National spot time sales made the biggest gain as predicted, reaching \$424.2 million in 1959, up 22.9 per cent over the \$345.2 million total in 1958. Local time sales came to \$200.6 million in 1959, up 10.6 per cent over the \$181.3 million a year earlier.

Spot time sales in 1959, it should be noted, were only \$21 million behind network and reached the total network attained a year earlier.

Business was good with the three networks, which, including the operations of their 17 owned and operated stations, reached total broadcast revenues of \$576.1 million, up 11.5 per cent over 1958. Expenses rose 11 per cent to \$488.2 million but profits rose even more, up 14.2 per cent to \$87.9 million in 1959. This network income totaled 49.5 per cent of total industry volume.

The 93 pre-freeze vhf stations continued to show revenue volume comparing favorably with the totals for the 411 post-freeze stations. The pre-freeze group had volume of \$291.2 million as compared with \$263.6 million in 1958. Expenses for this group

FILM does the
"impossible!"



ALWAYS shoot in color . . . Eastman Color Film . . . You'll be glad you did.

For example, helping LESTOIL seek out and sell millions of housewives through brilliant, imaginative, instantly understood ANIMATION is possible only with film.

In fact, film—and film alone—does these 3 things for you: (1) gives you crisp, vivid animation; (2) provides high-polish commercials rich with optical effects; (3) assures penetration and coverage the world over.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution
of Eastman Professional Motion
Picture Films, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.



Advertiser: LESTOIL Inc.
Producer:
Robert Lawrence Animation Inc.
Advertising Agency:
Jackson Associates Inc.

rose from \$187.8 million to \$196.1 million with profits increasing from \$75.8 million to \$95.1 million.

The 411 post-freeze stations received \$296.6 million in 1959 as compared with \$249.7 in 1958. Of the 411 stations the 77 uhf stations received \$28 million in revenue, an increase from the \$26.1 million reported by 79 uhf stations a year ago.

In 1959 126 of the 496 reporting television stations reported a loss. Of the 107 pre-freeze stations 98 were profitable and of the 320 post-freeze stations 237 were on the profit side of the ledger. As a group 78.5 per cent of vhf stations had a profit. In the uhf group 69 stations reported a full year's operation with 35 reporting a profit and 34 a loss. This was an improvement over 1958 when of 73 reporting stations 46 finished the year in the red.

Mothers Like Tv

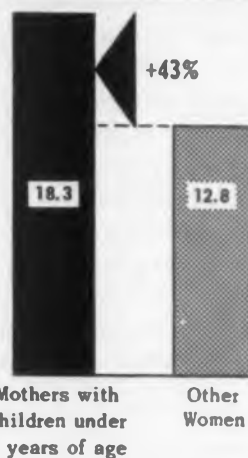
"It's because they're stuck in the house all day long with the kids!"

That, in the words of one housewife in a complaining mood, is an explanation for the results found in a new study of the tv viewing habits of women. The survey, conducted by The Pulse, Inc., for Television Advertising Representatives, Inc., reveals that mothers of small children spend 32 per cent more time throughout the day watching tv than do other women.

While the above-mentioned opinion is obviously unscientific, it holds a measure of truth. However, it does not take into account the groups of working females included in the "other women" category, or explain some of the vagaries in the survey results.

For instance, it might be assumed that weary mothers would get their children to bed early and then nod off themselves. But TvAR's survey found late-night viewing (11 p.m. to midnight) was 46 per cent higher among the "new" mothers than other women. Between 6 and 7 p.m. the tune-in figure for women with youngsters was 33 per cent higher—a percentage that might be accounted for by the kid-show viewing in that period. Viewing in prime-time hours

6:00 AM - 6:00 PM Average



(7 to 11 p.m.) was 21 per cent higher for the mothers.

Day and night breakdowns revealed that mothers with tots under six years of age spend 43 per cent more time with daytime tv and 24 per cent more with nighttime programming. They give their sets an average 5 hours-17 minutes of time each weekday, while all other women average 4 hours-1 minute.

Making particular studies of local movie and news-program telecasts, TvAR reports that the new mothers comprise 40 per cent of all women watching afternoon and evening movies, and 39 per cent of all women viewing early-evening and late-evening newscasts.

The second in a continuing series of "Audience Dimensions" designed to furnish timebuyers and advertisers with viewers' characteristics, the latest survey was conducted in five markets served by TvAR-represented stations—Baltimore, Pittsburgh, Boston, Cleveland and San Francisco. A minimum of 1,000 homes in each area was used as a sample, with all women over 18 in each family interviewed. Individual reports as well as a five-city composite were prepared.

"The figures clearly indicate," said Larry Israel, general manager of TvAR, "that tv is an ideal medium for advertisers interested in selling products to mothers of young chil-

(Continued on page 75)

This year more than ever
New York audiences are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
"network atmosphere"
during prime evening hours!
No other station provides this
kind of selling opportunity
in New York - Prime Time Minutes
in so many good looking programs.

the prestige independent with network programming!

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET McGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF'S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

*where are
your
60-second
commercials
tonight?*





Expanding tv coverage

*Fast-growing video markets
vastly bigger than
standard metropolitan areas
at their center*

The tremendous population expansion of suburban United States is being brought into focus as more and more of the preliminary 1960 census figures are released.

A study of the standard metropolitan areas shows that nearly two-thirds of the total population increase in the United States since 1950 has occurred in those parts of the areas outside of the central cities. Although these outlying parts of the metropolitan markets contained less than a fourth of the U.S. population in 1950, they showed an increase of nearly one-half (47.2) and accounted for 17.1 million of the 26.4-million increase. Much of the balance of

this gain came from the areas immediately adjacent to the city centers.

Although the expansion of the standard metropolitan areas has been significant for the 10-year period, the growth of television coverage in the same time has been little short of spectacular. Where population growth of the metro areas has jumped five, 10, 50 and even, in a few cases, as much as 100 per cent, the growth of tv areas has climbed literally thousands of percentage points.

Ten years ago the Census Bureau reported 12 per cent of all households had tv sets. This year the same source reports 88 per cent of all

homes are tv-equipped, and 11 per cent have two or more sets. In metropolitan areas this figure was even higher, reaching 91 per cent of all homes.

Most important point to the advertiser is the fact that the television market, unlike the newspaper market, extends far beyond the metro areas in almost every population center in the country. A comparison of the metropolitan-area population figures with the television-area viewer figures is shown in the accompanying alphabetical listing. Television-viewer figures for each tv market are figured on the basis of projections of the American Research Bureau tv home potential for the strongest station in the market.

These television coverage areas are larger than metropolitan markets in almost every case, nearly all by sizable percentages and some doubling and tripling the standard areas.

This important plus for television advertisers becomes more apparent with more careful study.

Market Statistics has made a special survey for CBS Television Spot Sales of the nation's top 15 markets, focusing their research on the suburbs and the region immediately beyond the suburbs. By projecting the 1950 and 1959 figures into the future, Market Statistics was able to predict what may be expected in the area of population expansion in the next five years.

In the 15 cities proper population in 1950 was 25.6 million, in 1959 26.4 million and by 1965 is expected to be 28.5 million. In the suburban area surrounding the cities the population in 1950 was 20.2 million, in 1959 29.6 million, an increase of 47 per cent, and in 1965 is expected to be 34.8 million, an increase of 72 per cent. In the extra-urban area beyond the metropolitan area the 15 leading cities showed a 20.8-million population in 1950, 24.7 million in 1959 (up 19 per cent) and 26.9 million in 1965 (up 29 per cent).

Income follows a similar trend, the survey shows. In the 15 cities proper income in 1950 was \$43.8 billion, in 1959 it had reached \$60.9 billion, up 39 per cent, and in 1965 is expected

Tv area vs metro area 10-year growth and coverage

Figures illustrate graphically the dimensions of the television market as compared with those of the standard metropolitan areas as defined by the U.S. Department of Commerce. They also emphasize the tv growth in the past 10 years as compared with the population growth.

In the following listings metropolitan area preliminary population figures are shown for 1960 and compared with official 1950 census figures with percentage of increase or decrease. Each metropolitan area is listed in which a tv station is located. Stations serving the area with a primary signal are shown.

Tv areas show tv viewers in circulation area of top station in the market as estimated from tv home potential figures of American Research Bureau. The 1950 figures are the National Broadcasting Co. figures for the year in those cases where there was a station in the market. The percentage of tv increase is also shown. New metropolitan areas are desig-

nated by *, and exclusively uhf markets by †.

Abilene: KPAR-TV, KRBC-TV			
Met area	119,618	85,517	40.4%
Tv area	220,160	No station in 1950	
Akron: WAKR-TV			
Met area	509,403	410,032	24.2%
Tv area†	199,040	No station in 1950	
Albany, Ga.: WALB-TV			
Met area*	74,787	43,617	71.4%
Tv area	410,240	No station in 1950	
Albany-Schenectady-Troy:			
WAST, WRGB, WTEN			
Met area	618,865	589,359	10.1%
Tv area	1,149,760	No station in 1950	
Albuquerque: KGGM-TV, KOAT-TV, KOB-TV			
Met area	260,318	145,673	78.7%
Tv area	417,600	6,400	6,425%
Altoona: WARD-TV, WFBC-TV, WJAC-TV ¹¹			
Met area	136,026	139,514	-2.5%
Tv area	1,903,680	No station in 1950	
¹¹ Tv area includes Altoona and Johnstown metropolitan areas.			
Amarillo: KFDA-TV, KGNC-TV, KVII			
Met area	148,505	87,140	70.4%
Tv area	341,760	No station in 1950	
Asheville: WFBC-TV, WLOS-TV, WSPA-TV ¹²			
Met area	127,357	124,403	2.4%

Tv area 1,069,020 No station in 1950

¹² Tv area includes Asheville and Greenville metropolitan areas.

Atlanta: WAGA-TV, WLW-A, WSB-TV

Met area	1,104,349	726,969	39.5%
Tv area	1,644,480	71,360	2,204%

Augusta, Ga.: WJBF, WRBW-TV

Met area	214,107	162,013	32.2%
Tv area	642,560	No station in 1950	

Austin: KTBC-TV

Met area	211,292	160,980	31.3%
Tv area	385,280	No station in 1950	

Bakersfield: KBAK-TV, KERO-TV, KLYD

Met area	293,743	228,309	28.5%
Tv area	618,880	No station in 1950	

Baltimore: WBAL-TV, WJZ-TV, WMAR-TV

Met area	1,706,076	1,405,399	21.4%
Tv area	2,742,080	396,800	591%

Baton Rouge: WAFB-TV, WBRZ

Met area	228,095	158,236	44.1%
Tv area	760,960	No station in 1950	

Bay City: WJRT, WKNX-TV, WNEM-TV¹³

Met area	105,594	88,461	19.4%
Tv area	1,253,440	No station in 1950	

¹³ Tv area includes Saginaw, Bay City, Flint metropolitan areas.

Beaumont-Port Arthur: KFDL-TV, KPAC-TV

Met area	304,194	235,650	29.1%
Tv area	491,840	No station in 1950	

Billings: KGHV-TV, KOOK-TV

Met area*	78,001	55,875	39.6%
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to go to \$71.7 billion, up 64 per cent. In the suburban area the 1950 income was \$34.2 billion, in 1959 \$66.2 billion, an increase of 94 per cent, and in 1965 is expected to go to \$89.8 billion, up 163 per cent. In the extra-urban area income in 1950 was \$27.5 billion, in 1959 it had reached \$46.7 billion, up 70 per cent, and in 1965 is expected to go to \$56.6 billion, up 106 per cent.

Buying power followed the same trend. The 1950 city total was \$31.2 billion, 1959 \$38 billion, up 22 per cent, and by 1965 is expected to total \$46 billion, up 47 per cent. In the suburban area totals were: 1950 \$19.2 billion, 1959 \$37.1 billion, up 93 per cent, and 1965 \$48.8 billion, up 154 per cent. The extra-urban



Automobiles have doubled and tripled extra-urban population

Tv area 163,520 No station in 1950

Binghamton: WINR-TV, WNBC-TV

Met area 211,374 184,698 14.4%
Tv area 733,440 12,800 5,630%

Birmingham: WAPI-TV, WBRC-TV

Met area 628,622 558,928 12.5%
Tv area 1,194,560 33,280 3,489%

Boston: WBZ-TV, WHDH-TV, WNAC-TV

Met area 2,561,450 2,410,372 6.3%
Tv area 4,911,360 793,600 518%

Brownsville-Harlingen: KGBT-TV, KRGV-TV

Met area* 149,901 125,170 19.6%
Tv area 241,600 No station in 1950

Buffalo: WBEN-TV, WGR-TV, WKBW-TV

Met area 1,304,581 1,089,230 19.8%
Tv area 1,868,800 199,040 844%

Cedar Rapids: KCRG-TV, KWWL-TV, WMT-TV¹

Met area 133,359 104,272 27.9%
Tv area 987,840 No station in 1950

¹ Tv area includes Cedar Rapids and Waterloo metropolitan areas.

Champaign-Urbana, Ill.: WCHU, WCIA, WDBN-TV, WICS²

Met area 132,152 106,100 24.6%
Tv area 995,200 No station in 1950

² Stations included in Champaign tv area by ARE. WCHU is WICS Springfield satellite.

Charleston, S. C.: WCSC-TV, WUSN-TV

Met area 206,891 164,856 25.5%
Tv area 453,760 No station in 1950

Charleston, W. Va.: WCHS-TV, WHTN-TV, WSAZ-TV³

Met area 250,752 239,629 4.6%
Tv area 1,245,120 13,440 9,231%

³ Tv area includes Charleston and Huntington metropolitan areas.

Charlotte, N. C.: WBT-TV, WSOC-TV

Met area 270,951 197,052 37.5%
Tv area 1,674,880 32,640 5,031%

Chattanooga: WDEF-TV, WRGP-TV, WTVC

Met area 279,244 246,453 13.3%
Tv area 547,520 No station in 1950

Chicago: WBBM-TV, WBKB, WGN-TV, WNBQ

Met area 6,150,532 5,177,868 18.8%
Tv area 6,921,600 1,078,400 551%

Cincinnati: WCPO-TV, WKRC-TV, WLW-TV

Met area 1,059,026 904,402 17.1%
Tv area 2,110,400 214,400 884%

Colorado Springs: KCSJ-TV, KKTV, KRDO-TV⁴

Met area* 142,643 74,523 91.4%
Tv area 247,840 No station in 1950

⁴ Tv area includes Colorado Springs and Pueblo metropolitan areas.

Cleveland: KYW-TV, WEWS, WJW-TV

Met area 1,780,263 1,465,263 21.5%
Tv area 3,799,360 438,400 769%

Columbia, S. C.: WIS-TV, WNOK-TV

Met area 257,961 186,844 38.1%
Tv area 587,200 No station in 1950

Columbus, Ga.: WRBL-TV, WTVM

Met area 216,155 170,541 26.7%
Tv area 413,440 No station in 1950

Columbus, Ohio: WBNS-TV, WLW-TV, WTVN-TV

Met area 676,642 503,410 34.4%
Tv area 1,502,720 108,480 1,285%

Corpus Christi: KRIS-TV, KZTV

Met area 219,002 165,471 32.4%
Tv area 334,400 No station in 1950

Dallas: KFJZ-TV, KRLD-TV, WBAP-TV, WFAA-TV⁵

Met area 1,073,661 743,501 44.4%
Tv area 2,164,800 109,760 1,872%

⁵ Tv area includes Dallas and Ft. Worth metropolitan areas.

Davenport-Rock Island-Moline: WHBF-TV, WOC-TV

Met area 267,641 234,256 14.3%
Tv area 990,420 20,160 4,812%

Dayton: WHIO-TV, WLW-TV

Met area 689,676 518,642 33.0%
Tv area 1,640,020 100,160 1,637%

Decatur: WICS, WICS-WCHU, WTVP⁶

Met area 117,302 98,853 18.7%
Tv area 426,880 No station in 1950

⁶ Tv area includes Decatur and Springfield metropolitan areas. WCHU is satellite of WICS.

Denver: KBTX-TV, KLZ-TV, KOA-TV, KTVR

Met area 923,161 612,128 50.8%
Tv area 1,093,440 No station in 1950

Des Moines: KRNT-TV, WHO-TV, WOI-TV

Met area 923,161 612,128 50.8%
Tv area 1,093,440 No station in 1950

area showed 1950 \$20.3 billion, 1959 \$30.2 billion, up 49 per cent, and 1965 \$36.7 billion, up 81 per cent.

The trend seems clear. People are moving away from the cities to live, and most of their purchasing moves with them even though many continue to work in the central cities. The question of how to reach these customers is a pressing one for agencies and advertisers alike. More and more they are coming up with the obvious answer—television.

The once standard concept of coverage which centered around the metro area has given place to the necessity of reaching the total sales area. Since television does cover this area with an umbrella-like consistency, it is proving to be an ideal

answer.

The CBS Spot Sales study of the 15 top markets shows that while standard metropolitan markets account for less than 35 per cent of the nation's total retail sales, the tv area includes almost one-half of the national total. The tv area increases the sales potential by at least one third. In addition, television offers the impact of sight, sound and motion, something that printed media cannot accomplish.

Getting down to costs the study shows that in the 15 top markets six nighttime spot announcements on one station in each market will deliver two and one-half million more different homes than the combined total circulation of the two leading papers in

each market, at 19 per cent less cost than a full-page advertisement in the two papers. A total of 36 daytime announcements in each of the markets would cost 27 per cent less than a full-page ad in the top newspaper in each area, and at the same time the message will reach a half-million more different homes. The average tv home will see a total of four announcements.

In a period of four weeks six nighttime spot announcements weekly will reach 87 per cent of all homes in the 15 markets, and the average viewing family will be exposed to six announcements. In a month the 36 daytime spots per week will reach 19 million homes an average of 12 times.

Met area	262,698	226,010	16.2%
Tv area	856,640	No station in 1950	

Detroit: CKLW-TV, WJBK-TV, WWJ-TV, WXYZ-TV

Met area	3,761,220	3,016,197	24.7%
Tv area	5,023,680	464,000	98.2%

Duluth-Superior: KDAL-TV, WDSM-TV

Met area	272,992	252,777	8%
Tv area	479,680	No station in 1950	

Durham: WRAL-TV, WTVD¹

Met area	112,447	101,639	10.6%
Tv area	682,880	No station in 1950	

¹ Tv area includes Durham and Raleigh metropolitan areas.

El Paso: KELP-TV, KRDD-TV, KTSM-TV

Met area	310,690	194,968	59.4%
Tv area	296,000	No station in 1950	

Erie: WICU-TV, WSEE-TV

Met area	246,459	219,388	12.3%
Tv area	455,040	48,000	84.8%

Eugene: KVAL-TV, KPIC

Met area*	160,742	125,776	27.8%
Tv area	286,080	No station in 1950	

Evansville: WEHT, WFIE-TV, WTVW

Met area	196,615	191,137	2.9%
Tv area	664,640	No station in 1950	

Fargo-Moorhead: KXGO-TV, KXJB-TV, WDAY-TV

Met area*	104,983	89,240	17.6%
Tv area	406,400	No station in 1950	

Flint: WJRT, WNEM-TV, WKNX-TV²

Met area	370,200	270,963	36.6%
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Tv area	1,253,440	No station in 1950	
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* Tv area includes Saginaw, Bay City, Flint metropolitan areas.

Ft. Smith: KFSA-TV

Met area	66,003	64,202	2.8%
Tv area	127,680	No station in 1950	

Ft. Wayne: WANE-TV, WKJG-TV, WPTA-TV

Met area	230,533	183,722	25.5%
Tv area†	538,240	No station in 1950	

Ft. Worth: KFJZ-TV, KRLD-TV, WBAP-TV, WFAA-TV³

Met area	568,484	392,643	44.8%
Tv area	2,164,800	109,760	1.872%

* Tv area includes Dallas and Ft. Worth metropolitan areas.

Fresno: KFRE-TV, KJBO, KMJ-TV

Met area	365,840	276,515	32.3%
Tv area	730,880	No station in 1950	

Grand Rapids: WKZO-TV, WOOD-TV⁴

Met area	361,145	288,292	25.3%
Tv area	1,614,400	30,400	5.215%

* Tv area includes Grand Rapids and Kalamazoo metropolitan areas.

Great Falls: KFBB-TV, KRTV

Met area*	73,203	53,027	38.4%
Tv area	147,520	No station in 1950	

Green Bay: WBAY-TV, WFRV, WLUK-TV

Met area	123,922	98,314	26%
Tv area	934,400	No station in 1950	

Greensboro-High Point: WFMV-TV, WSJS-TV⁵

Met area	243,790	191,057	27.6%
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Tv area	1,267,840	26,240	4.731%
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* Tv area includes Greensboro-High Point and Winston-Salem metropolitan areas.

Greenville: WFBC-TV, WSPA-TV, WLOS-TV⁶

Met area	208,860	168,152	24.2%
Tv area	1,069,020	No station in 1950	

⁶ Tv area includes Greenville and Asheville metropolitan areas.

Harrisburg: WHP-TV, WTPA

Met area	342,039	292,241	10.7%
Tv area	475,200	No station in 1950	

Hartford: WHCT, WHNB-TV, WNHCTV, WHIC-TV⁷

Met area	521,810	406,534	28.4%
Tv area	2,344,000	212,800	1.001%

* Tv area includes Hartford, New Haven and New Britain metropolitan areas.

Honolulu: KGMB-TV, KHVH-TV, KONA-TV, KHVH-TV, KMVI-TV

Met area	488,625	353,020	38.4%
Tv area	409,000	No station in 1950	

Houston: KHOU-TV, KPRC-TV, KTRK-TV

Met area	1,234,868	806,701	53.0%
Tv area	1,466,540	416,000	25.4%

Huntington-Ashland, W. Va., Ky., Ohio: WCHS-TV, WHTN-TV, WSAZ-TV⁸

Met area	245,071	245,795	-0.3%
Tv area	1,245,120	13,440	9.231%

* Tv area includes Charleston and Huntington metropolitan areas.

Huntsville, Ala.: WAFG-TV⁹

Met area*	116,612	72,903	59.9%
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The same facts apply to all of the metropolitan areas served by television stations. While the 189 standard metropolitan areas defined after the 1950 census now have a total population of 108.9 million, the tv areas of which these metropolitan areas are the center total at least a third more persons, preliminary estimates indicate.

New metropolitan areas will be defined when the 1960 census figures are finalized. Already 21 new metropolitan areas have been designated on a preliminary basis. (Those with central television stations are designated by an asterisk in the listings on these pages.)

One change in Bureau of the Census definitions of metropolitan areas

recognizes the trend toward decentralization and makes possible the designation of a metropolitan area where no one city reaches the formerly required 50,000 population. Under the new rule, if two or more adjacent cities reach the total, they may be designated as "central cities" for the metropolitan area. Four such new metropolitan areas have already been designated: Brownsville-Harlingen-San Benito, Fargo-Moorhead, Provo-Orem and Texarkana, Tex.-Ark.

The phenomenal growth of television coverage over the 10-year period from 1950 to 1960 was the subject of a study recently made for internal use by one of the top 10 advertising agencies. Growth from

eight-per-cent coverage at the beginning of the period to 87 per cent at its close (88 per cent, according to the census report mentioned above) was steady throughout the 10 years.

Figures are as follows: 1950 98 stations, 3.375 million sets; 1951 107, 11,024; 1952 109, 15,052; 1953 135, 21,628; 1954, 353, 26,900; 1955 406, 31,000; 1956 431, 35,100; 1957 455, 35,100; 1958 473, 42,500; 1959 491, 44,000, and 1960 499, 45,200.

In 1950 77 per cent of all television homes were in major metropolitan areas, but by 1960 these areas accounted for only 37 per cent of tv homes as television penetration in the remainder of the country approached saturation.

(Continued on page 72)

Tv area 28,480 No station in 1950

¹⁰ Equipped with ulif receivers.

Indianapolis: WFBM-TV, WISH-TV, WLW-I, WTTV

Met area 690,212 551,777 25.1%
Tv area 1,979,840 57,600 3,336%

Jackson, Miss.: WJTV, WLBT
Met area 186,572 142,164 31.2%
Tv area 597,440 No station in 1950

Jacksonville: WFGA-TV, WJXT
Met area 450,616 304,029 48.2%
Tv area 802,240 19,200 4,078%

Johnstown: WARD-TV, WFBG-TV, WJAC-TV¹¹

Met area 279,603 291,354 —4%
Tv area 1,903,680 No station in 1950

¹¹ Tv area includes Altoona and Johnstown metropolitan areas.

Kalamazoo: WKZO-TV, WOOD-TV¹²
Met area 168,575 126,707 33%
Tv area 1,614,400 30,400 5,215%

¹² Tv area includes Grand Rapids and Kalamazoo metropolitan areas.

Kansas City: KCMO-TV, KMBC-TV, WDAF-TV

Met area 1,027,562 814,357 26.2%
Tv area 1,810,560 80,320 2,152%

Knoxville: WATE-TV, WBIR-TV, WTVK

Met area 364,665 337,105 8.2%
Tv area 626,240 No station in 1950

Lancaster, Pa.: WGAL-TV, WHP-TV, WLYH-TV, WSBA-TV, WTPA¹³

Met area 272,899 234,717 16.3%

Tv area 1,601,920 77,640 1,962%

¹³ Tv area includes Harrisburg, Lancaster and York metropolitan areas.

Lansing: WJIM-TV, WILX-TV
Met area 299,306 244,159 22.6%
Tv area 1,335,360 No station in 1950

Laredo: KGNS-TV
Met area 64,847 56,141 15.5%
Tv area 54,720 No station in 1950

Lake Charles, La.: KPLC-TV, KTAG-TV

Met area* 142,307 89,635 58.0%
Tv area 342,720 No station in 1950

Las Vegas: KLAS-TV, KLRJ-TV, KSHO-TV

Met area* 125,466 48,289 159.5%
Tv area 140,800 No station in 1950

Lawton, Okla.: KSWO-TV
Met area* 89,320 55,165 61.9%
Tv area 229,440 No station in 1950

Lexington, Ky.: WKYT, WLEX-TV
Met area 129,757 100,746 28.8%
Tv area† 209,280 No station in 1950

Lima: WIMA-TV
Met area 102,785 88,183 16.6%
Tv area† 180,800 No station in 1950

Lincoln: KOLN-TV
Met area 154,027 119,742 28.6%
Tv area 517,760 No station in 1950

Little Rock: KARK-TV, KATV, KTHV
Met area 239,480 196,685 21.8%
Tv area 705,600 No station in 1950

Los Angeles: KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA,

KTTV

Met area 6,690,069 4,367,911 53.2%
Tv area 8,139,840 1,072,000 565%

Louisville: WAVE-TV, WHAS-TV
Met area 718,028 576,900 24.5%
Tv area 1,186,880 65,920 1,715%

Lubbock, Tex.: KCBD-TV, KDUB-TV
Met area 155,485 101,048 53.9%
Tv area 341,440 No station in 1950

Lynchburg, Va.: WLVA-TV
Met area 110,085 96,936 13.6%
Tv area 417,920 No station in 1950

Macon: WMAZ-TV
Met area 178,952 135,043 32.5%
Tv area 325,120 No station in 1950

Madison, Wis.: WISC-TV, WKOW-TV, WMTV

Met area 221,994 169,357 31.1%
Tv area 734,080 No station in 1950

Manchester, N. H.: WMUR-TV
Met area 92,897 88,370 5.1%
Tv area 1,643,840 No station in 1950

Memphis: WHBQ-TV, WMCT, WREC-TV

Met area 617,773 482,393 28.1%
Tv area 1,358,080 45,120 3,193%

Miami: WKCT, WPST, WTVJ
Met area 917,851 495,084 85.4%
Tv area 1,413,760 19,280 7,232%

Midland, Tex.: KMID-TV, KOSA-TV¹⁴

Met area* 67,322 25,785 161.0%
Tv area 261,120 No station in 1950

¹⁴ Tv area includes Midland and Odessa metropolitan areas.

(Continued on page 72)



Brain bowl

General Electric college quiz show stirs school spirit, wins loyal viewers and pleases sponsor

BY JOHN REDDY

Cheering and shouting, a crowd of 4,000 students, professors and citizens of South Bend, Ind., led by the mayor, turned out en masse on March 9, 1959, to welcome the Notre Dame team back from its victorious Bowl game. The winning team members were hoisted atop the shoulders of members of the welcoming mob, and a big banner was unfurled reading "Beat Army." That was the next big game coming up.

But this victory celebration was not for the famous Notre Dame football team. The cheering crowd was on hand to welcome four brainy Notre Dame boys who had just beaten Georgetown University of Washington, D. C., 205 to 90 in a battle of wits on *G. E. College Bowl* over CBS-TV.

The tumultuous turnout at South Bend emphasizes the surprising impact of the tv show, seen Sundays from 5:30 to 6 p. m., which is making brains as popular as brawn on campuses across the country. Students

and old grads are following the fortunes of their brain bowlers with an avid interest heretofore confined to activities such as football games or college dances. Some of the students who have displayed extra mental voltage on the programs have become as well-known and admired in collegiate circles as any All-America fullback or six-foot, nine-inch basketball center.

Mind Over Muscle

This tv triumph of mind over muscle has done what years of debating and other cerebral campus pursuits never really did: make the matching of collegiate wits exciting. In Houston, Texas, students from Rice Institute indignantly picketed a local tv station when it carried an old movie instead of the *College Bowl* at the time Rice was competing with Dartmouth. When William Thoms sparked Colgate to five successive wins on the program, his former high school in Hartford, Conn., was so proud of his showing that it set up a permanent scholarship



RANDALL M. SISLOWITZ BRUCE GILSON D. SU

in his name. When Navy trounced Army on the show, interest was so high that the two academies decided to meet again this fall, the day following the Army-Navy football game.

Several universities, including Dartmouth and Purdue, reported the greatest increase in applications for admittance in their history after their teams made outstanding showings on the program. When the program made one announcement, offering to send copies of the Recommended Reading List for Freshmen and Sophomores at Dartmouth, it received more than 17,000 requests, and they are still coming in a year later.

The program itself is simple: a quiz show completely devoid of gimmicks, Cadillacs and fixes. Moderator Allen Ludden, a crew-cut, bespectacled former instructor at the University of Texas, tosses out a question. The first student who thinks he knows the answer presses a buzzer and answers. If the answer is wrong, his team is penalized five points. A correct answer to a toss-up question earns 10

points and a chance at a bonus question whose value varies with its difficulty. After an individual has correctly answered a toss-up question, he and his teammates may huddle on the bonus question, pooling their knowledge. The keyed-up collegians, pressing buzzers and snapping answers to brain-busting questions, generate an atmosphere of frenzied competition, with the tide of battle usually shifting as swiftly and excitingly as an ice hockey game.

Tricky Queries

The questions, written by Nancy Fobes, a Connecticut housewife and former Fulbright Scholar, are tricky. Samples: take the number of brothers in *The Brothers Karamazov*, multiply by the number of players on a polo team and subtract the number of members in the United Nations Security Council (answer: one—three brothers times four polo players minus 11 Council members); take the date of the Battle of Hastings, multiply by the number of lines in a Shakespearean sonnet and divide by the number of

players on a water polo team (answer: 2,132 — 1066 times 14 divided by seven).

"It's essentially a game," says moderator Ludden, who made Phi Beta Kappa at Texas and is author of three books. "They just use knowledge instead of a basketball."

The contestants compete strictly for fun on the show, but the winning school receives \$1,500 for its scholarship fund, the loser \$500. To date the program has passed out more than \$125,000 to 65 colleges and universities. In addition, alumni of some colleges, enthused by their team's showing, have added to the scholarship winnings. When Dartmouth won \$5,000 on the program, enthusiastic alumni upped the ante to \$20,000. At New York University and Rutgers, alumni also added to the winning total.

At some schools the winning team has been allowed to decide how the scholarship money will be spent. Colgate, for instance, which won the maximum number of five times on the program, is further supplement-

ing its winnings and is using the money to bring two students from Northern Rhodesia to study on its campus this fall. Mt. Holyoke College is also using its winnings to bring students from Africa to study there.

Although the students receive nothing for appearing on the program except a week-end in New York with the sponsor picking up the tab, they compete as avidly as though they were battling in the Olympic Games. The competition is based on speed, as well as knowledge, and the students often break in and answer even before Mr. Ludden has finished the question.

an even closer photo-finish. With five seconds remaining, and the teams tied at 210 each, Mr. Ludden started to ask: "If you were to travel in a straight line from Zagreb to Zanzibar, in what direction would you be going?"

Jumping the Gun

The moderator got only as far as the word Zanzibar when Jerry Dion of the Minnesota team pressed his buzzer and yelled "southeast"—the correct answer. The whistle sounded at that exact moment, making Minnesota a 10-point winner.

Previously, the four pretty and

nard girls were off and running, and won handily, 230 to 110. They earned a tuneful reception from the band of Columbia University, their sister school on Morningside Heights, when they arrived back on the campus.

Moderator Ludden and producer John Cleary admit that *College Bowl* is more for the quick-thinking, well-rounded student than for the more philosophical intellectual. Mr. Cleary says that the show is designed to be entertaining, yet at the same time the aim is to promote higher education.

Each school picks its own team. The show producers tip the colleges to look for "ability to think fast . . . determined game players with competitive spirit . . ." Candidates for the team are usually nominated by professors from among their brightest students and then tried out in elimination contests. At Davidson College, N. C., one student who was not chosen by the faculty calmly nominated himself. In the subsequent try-out he came through with flying colors and won a place on the team.

Elaborate Lengths

Some colleges go to elaborate lengths in preparing for the program. At Purdue, for example, the team coach, Prof. Dean Doner, not only put contenders through a rigorous course of training sessions, but even built a set like that of *College Bowl*, complete with a set of buzzers and lights. When Barnard was slated to meet Minnesota, the four Barnard team members got the visiting Minnesota boys dates with four beautiful Barnard girls and sent them out for a night on the town, hopeful of "sabotaging" them with revelry. However, the stalwart Minnesotans ungallantly dropped their lovely dates home early, and the next day proceeded to nose out Barnard on the program.

The West Point-Annapolis return contest is the only repeat ever scheduled on the program, although there



"Sabotage by revelry" didn't quite work for the girls

The battle of brains is usually as tense as the most bitterly fought athletic contest. With about 35 seconds to go, and Northwestern and Columbia tied at 135 each, Ricardo Ferrari of Northwestern won for his team by correctly answering how much silver is contained in German silver—none.

Minnesota conquered Barnard in

brilliant Barnard girls had scored an upset victory over a confident Notre Dame team. When the program went on the air, Mr. Ludden began the first question: "I killed one man to save the lives of 100,000 . . ." Before he could finish, slim Phyllis Hurwitz blurted the right answer: "Charlotte Corday, assassin of Jean Paul Marat in the French Revolution." The Bar-



The Rutgers team, one of two to win a maximum five times

is a growing clamor for a meeting between Colgate and Rutgers—the only two schools to each win the maximum of five times on the show. “There is a waiting list of hundreds of colleges and universities hoping to get on the program,” producer Cleary says.

The *College Bowl* programs were formerly held on the campuses of one of the two competing schools, but the show is now quartered in New York in a studio just off Broadway since a generator conked out at one college, knocking the show off the air.

The competing students have welcomed the shift of the programs to New York, since it gives them a weekend on the town, with their choice of plays and restaurants. On one occasion the Dartmouth team dined at the Forum of the Twelve Caesars, an ultra-smart restaurant featuring dishes done according to recipes of Lucullus and other ancient Roman epicures.

“Who were the 12 Caesars?” asked one team member, gazing at the busts of the dozen Roman Emperors around

the sumptuous dining room.

At this, a teammate, a freshman from California named Carl Maves, proceeded to reel off all 12 Caesars in the order of their reigns.

Despite its accent on celebration, which is not a customary tv staple, *College Bowl* attracts a sizable audience and manages to gallop along more or less neck-and-neck with *The Lone Ranger*, which is on opposite it at 5:30 p.m. Sundays. The show’s rating is not impressive, but this fact bothers sponsor General Electric not a bit. “I wouldn’t say that *College Bowl* gets big ratings,” says Willard H. Schloff, a vice president of G.E., “but the rewards are big. We feel we’re contributing a little to education, a field that needs helping, and we’re winning friends for our product.”

To host Ludden, a very remarkable thing about *College Bowl* is the rooting interest that people from all walks of life take in the competing teams. “When I come in to New York on the train Monday morning, dozens

of people yell about Sunday’s show,” he says. “Commuters and red caps and cab drivers yell things like ‘who won?’ or ‘nobody’s going to beat that Purdue team!’ and things like that. Everywhere I go I run into Monday-morning quarterbacks who want to replay the previous day’s show.”

Nearly five years of working with brainy students have taught Mr. Ludden and his *College Bowl* colleagues some interesting facts about young people around the country. “We’ve learned that an all-girl team from a woman’s college almost always does well,” Mr. Ludden says. “However, girls on a team with boys usually don’t do as well. They seem to hesitate momentarily, apparently out of deference to the boys on the team, and in a quiz this fast that’s fatal.”

Additionally, *G.E. College Bowl* has demonstrated that some of the brightest students have come from smaller colleges such as Reed, Goucher and Swarthmore, all of which did exceptionally well on the program.

Above all, at a time when juvenile delinquency and other youth problems are being prominently publicized, *College Bowl* gives a weekly demonstration that the United States has an abundance of brilliant young students determined to excel as scholars. This determination is so great that when Northwestern University was beaten on the program, the losing coach, Dean James McLeod, was burned in effigy on the Northwestern campus!



Colgate’s Thoms, moderator Ludden



Storyboard for a Beech-Nut chewing-gum commercial on Colt .45 . . .

Whole in one



*Four years after merger
Beech-Nut Life Savers spends heavily in tv
—finds medium best
for most of its products*

Having a product, Life Savers, which is so well known that it needs little or no advertising, has in no way undermined the belief of Beech-Nut Life Savers, Inc., in the effectiveness of advertising support for its other products. Seven million dollars in 1959 went to sell Beech-Nut baby food, chewing gum and coffee, and 75 per cent of that expenditure was made in television.

Not that Life Savers are totally unknown to the measured media. Prize-winning print ads out of Young & Rubicam keep the name before the public. But Beech-Nut Life Savers, Inc., has not tried television for the candy with the hole because sales continue to climb without it and because color plays a tremendously important part in Life Savers advertising.

It's possible that a few Life Savers commercials may debut this season, as the company has bought into a color program for the first time. Plans for the 1960-61 season, recently announced, mark the severing of close ties with ABC-TV and an almost completely revised network television line-up, with the bulk of the budget going to NBC-TV.

The association between ABC-TV and Beech-Nut Life Savers had produced one of television's most notable



... carries through the leitmotif of the western series on ABC-TV

success stories with *The Dick Clark Show* and Beech-Nut Spearmint gum. At one time, before Life Savers merged with Beech-Nut and ABC with Paramount Theatres, Life Savers founder Edward John Noble was the principle owner of ABC. Two AB-PT directors even now sit on the Beech-Nut Life Savers Board.

Going into the coming season with a tv budget of an estimated \$8 million, almost \$3 million more than was spent in the medium in the past year, Beech-Nut Life Savers will leave under \$1 million with ABC-TV for participations in the afternoon Dick Clark frolic, *American Bandstand*.

The Move to 30 Rock

The decision to move the money to 30 Rockefeller Plaza was prompted by ABC-TV's inability to leave the Saturday-night Clark show in its 7:30-8 time slot. The program was pushed up to 7 p.m., an option-time period which the network was unable to clear on a sufficient number of stations to suit the advertiser, who has full national distribution of the chewing-gum product teen-age idol Clark has promoted so well.

Beech-Nut Life Savers uses a diversity of programming plus spot to push its diversity of products. Chewing gum has been a heavy network

user, as it is a product needing strong support and has, along with Life Savers, extremely large and effective distribution. Baby food has been advertised on daytime network and has been supported with spot. It is distributed primarily east of the Mississippi, with sales strongest in the northeastern states and in California. Beech-Nut coffee has used little television until the present year, when a spot campaign backed up by spot radio was placed for it.

Life Savers, with 15 flavors on the market, dominates the roll candy field; the four chewing-gum products, third in sales nationally, are building constantly; the baby food is number two in the nation and a strong number one in the northeast. Only the coffee has been in trouble for the past few years, declining to the point where losses on coffee in 1959 largely offset the gains shown by the other products.

The company is presently organized into two divisions: confectionery, which includes Life Savers, Beech-Nut chewing gum and cough drops, Beechies and Pine Brothers cough drops, and food, which covers baby products and coffee. This is a realignment of the products of the two companies which merged in 1956.

Present management is a combi-

nation of executives of Beech-Nut Packing Co. and Life Savers Corp. Board chairman A. B. Chapman has led the company on a program of plant improvement and expansion, with heavy emphasis on promotion and advertising. Vice chairman R. P. Noble, brother of Life Savers founder Ed Noble, was in charge of that company for many years. E. J. Jordan, president of Beech-Nut Life Savers, was also formerly president of Life Savers and is an expert in distribution. Gordon C. Young, of Life Savers, is executive vice president in charge of advertising and promotion, and John Grammer, who was with Beech-Nut, is executive vice president responsible for production.

Two Agencies

All advertising on gum, candy and baby foods is done through Young & Rubicam, New York, under the supervision of Alex Kroll; coffee advertising is out of Charles W. Hoyt, New York, under account executive Al Fargo.

The company operates six plants, all in New York state except the one which produces baby food for the California market. Life Savers are produced at Port Chester, N.Y., and the main plants at Canajoharie, N.Y., produce all chewing gum and a large



A product needing solid support and one with large, effective . . .



Beech-Nut baby foods' toy-block multi-packs are a pioneering . . .

proportion of baby food. Wholly owned subsidiaries in Canada and operations in Mexico, South America, South Africa and England put Life Savers and chewing gum on the market throughout the world.

In 1955, the last year before the merger, Life Savers Corp. made sales of \$20.4 million and a profit before taxes of \$5.4 million for a 26.4-percent profit margin. Beech-Nut, a much larger operation, reported pre-tax earnings of \$8.2 million on sales of \$91.1 million for a profit margin of nine per cent. The merger has worked to the benefit of all: the company is in an exceptionally strong financial position, and a modern and aggressive management made up of executives of both companies has been able to make heavy expenditures in advertising and promotion in order to increase consumer acceptance and demand for the products. In 1959 Beech-Nut Life Savers re-

ported net sales of \$115,568,322 and earnings before taxes of \$16,354,045.

With sales for 1960 expected to hit \$120 million and advertising expenditures estimated at \$10 million, or eight per cent of the sales figure, Beech-Nut Life Savers is obviously spending far more of its income on

advertising than the national average of two-three per cent. The 1960 ad budget is almost triple the amount spent in the first year after the merger, and each year a greater percentage of the allotment has gone to television. In 1958 43 per cent of \$6 million went to tv; in 1959 it was 75 per cent of \$7.2 million. There is no doubt that both expenditure and percentage put into television will be still higher in the present year.

It's quite probable that Beech-Nut Life Savers' intensely favorable attitude toward television is largely based on its experience with the Clark show on ABC-TV. "There's simply no question about the effec-



. . . venture into the unexplored area of baby-food multi-packing



... distribution, Beech-Nut gum has been a heavy user of network

tiveness of Dick Clark," says James Parker, advertising manager of the gum and candy division. "He took our product flavor, Spearmint, which was dominated by another manufacturer, and made it grow tremendously. This was tv at its best—right guy, right audience, right product. Everything hit."

In the first year Beech-Nut gum had the program, sales of Spearmint almost doubled, and it tripled its share of Beech-Nut's total stick-gum business.

A tremendous amount of successful promotion and merchandising was an integral part of the sales technique used by emcee Clark and the company on Spearmint. The "IFIC" campaign and buttons based on the phrase "Flavorific Beech-Nut Gum" became a national fad. Record offers made on the average of twice a year drew up to a gigantic half-million returns. All this, combined with Clark's effective stand-up sales technique and his appeal to teen-agers, gave Beech-Nut a gold-ring ride.

Plans to maintain Spearmint's present position in the teen-age market call for participation on the daily Clark skein and sponsorship in the new *NBC Saturday Prom*, which will feature prominent recording stars and "the big sound" in a dance-party format.



New concept in baby nutrition

In all, Beech-Nut gum will be on 12 NBC-TV programs in the course of the next season. Peppermint, the largest-selling flavor, will get strong nighttime support on such programs as *The Tall Man*, *Laramie* and *Thriller*. A new product, designed to appeal to children and slated to appear in January, will undoubtedly be advertised by means of such announced buys as *The Lone Ranger* and *Captain Gallant*. Beech-Nut's purchase of 26 minute participations in the Shirley Temple shows, which will be in color, leads to speculation that some plans to put Life Savers on television may be afoot.

In addition to the evening and kid

shows bought for the gum division, the company has taken parts of six NBC-TV weekday programs as well as the Temple show for Beech-Nut baby food. Where buys on gum can be full network, baby food needs regional penetration in time periods where viewing by busy housewives and mothers is at its best, without the waste involved in using family-appearance vehicles.

In the past year baby food has used ABC-TV's "Operation Daybreak"—16 minutes a week on seven programs. This network buy was backed up with a spot expenditure of about \$650,000.

"Spot advertising is important to us," explains food advertising manager Don Shearer, "because distribution and marketing patterns vary so from city to city. We need a very flexible schedule in both network and spot."

Beech-Nut's baby-food division accounts for the largest percentage of gross sales. The product list is constantly being enlarged, and an enterprise to manufacture and sell both baby food and chewing gum overseas has been undertaken with the General Milk Co. Construction of a plant is under way in Bad Essen, West Germany.

For the past two years Beech-Nut

(Continued on page 71)

To pay or not to pay



**Enthusiasm for toll tv
shows small gain
in three years,
Pulse survey shows**

Although the willingness of the television audience to pay for the privilege of seeing a motion picture on the home screen has increased somewhat during the past several years, said willingness is still sufficiently anaemic to give pause to the more enthusiastic proponents of toll tv.

This is at least one conclusion to be drawn from the latest survey conducted by The Pulse, Inc., exclusively for TELEVISION AGE among a sample of 500 people in the New York metropolitan area. The point is made in a comparison with a 1957 Pulse study which indicated that one out of three people was willing to pay to see movies on video. In the newest survey the percentage is 38.8, a rise of 5.5 per cent.

In ascertaining that a considerable

QUESTION 1: *Here are the programs which will be televised tonight from 9 to 11. Here is the name of the movie now being shown at the Radio City Music Hall. Let's assume that in addition to the regular television programs, this movie was to be shown on television tonight from 9 to 11. Would you pay to watch this movie in preference to watching the regular tv programs available at no charge?*

	%
Yes	38.8
No	61.2
Total %	100.0
Total Respondents	500

majority of 61.2 per cent still is against paying for film fare in the living room. Pulse used as the picture in question the movie current at the Radio City Music Hall at the time of the survey (question 1). Despite the fact that the Rockefeller Center showplace has its pick of the best Hollywood has to offer, nevertheless almost two-thirds of the respondents prefer viewing regular free programs to paying for a just-released quality motion picture that might be shown in the same time period.

QUESTION 2: (If yes) How much would you be willing to pay?

	%
25 cents	33.5
50 cents	39.7
75 cents	10.8
\$1.00	15.4
More than \$1.00	.6
Total %	100.0
Total Respondents	194

In the matter of how much those agreeable to paying for a film on tv would be willing to spend for it, the percentages were not, oddly enough, in the same descending ratio to the ascending price scale, as might be expected (question 2).

Thirty-three-point-five per cent were willing to spend 25 cents for a Music Hall attraction at home, but 39.7 per cent would not balk at 50 cents. And while only 10.8 per cent would be agreeable to getting up 75 cents, 15.4 per cent would not be averse to paying a dollar. In 1957 only 19 per cent were amenable to spending 75 cents or more. Currently 26 per cent are willing to pay this price.

Turning to baseball, Pulse asked its respondents to assume that the New York Yankees could be seen on television only if viewers paid to receive the team's games (question 3). "Would you be willing," then

QUESTION 3: Let's assume that a New York Yankee baseball game could only be seen on tv in your home if you paid to receive it. Would you be willing to pay to watch this game if all other television programs shown at that time remained the same and could be seen free?

	%
Willing to Pay	30.0
Not Willing to Pay	70.0
Total %	100.0
Total Male Viewers	250

asked the Pulse interviewers, "to pay to watch a Yankee game if all other tv programs shown at that time remained the same and could be seen for free?"

Two hundred and fifty male respondents were split 70-30 on the question, with the larger percentage unequivocally opposed to paying to see Stengel & Co. on the 21-inch

QUESTION 4: (If yes) How much would you be willing to pay?

	%
25 cents	38.7
50 cents	40.0
75 cents	9.3
\$1.00	10.7
Over \$1.00	1.3
Total %	100.0
Total Male Viewers	
Willing to Pay	75

screen. In 1957 the query was phrased with regard to the then Brooklyn Dodgers, not the Yankees. At that time 40 per cent were willing to pay to see the heroes of Ebbets Field, but today only 30 per cent

QUESTION 5: As a tv baseball viewer this season, would you be willing to pay to see baseball on tv? As a non-viewer?

	Viewers %	Non-Viewers %
Willing to Pay	43.2	8.4
Not Willing To Pay	56.8	91.6
Total %	100.0	100.0
Total Yankee Viewers	155	
Total Non-Yankee Viewers		95

would be agreeable to watching the Yankees at a nominal price. (There may be a point of partianship involved here that has nothing to do with television and might more properly be analyzed in the sports section of a newspaper.)

Anent the amount the 75 men respondents would be willing to pay to see the Yankees electronically (question 4), again the percentages are not quite consistent with the sliding

price scale. Thirty-eight-point-seven per cent would fork up a quarter for the privilege, while an even 40 per cent would go as high as half-a-dollar. Slightly over nine per cent would not object to 75 cents, and 10.7 per cent would hold still for a dollar, with a paltry 1.3 per cent figuring it worth over a dollar.

Three years ago 19 per cent were willing to part with 75 cents or more for the Dodgers; today 20 per cent, a negligible difference, feels the same way about the New York club.

Breaking down the male portion of the sample into two groups—tv baseball viewers and non-viewers of games—Pulse discovered (question 5) that 43.2 per cent of the former (numbering 155) were willing to pay for an armchair look at Yankee Stadium doings, as against 56.8 per cent who weren't. Among the 95 non-viewers, a mere 8.4 per cent were amenable to paying, while an overwhelming 91.6 per cent not surprisingly vetoed any such idea, being, as non-viewers of baseball, obviously not enthusiastic about the game in the first place.

In question 6, interviewees who had attended one or more ball games last year were queried on their will-

ingness to pay to watch the Yanks on television, as were those who had not attended any games during the 1959 pennant races.

Among the attendees, 51.2 per cent had no objection to getting up the wherewithal to watch the Yankees in tv action—the first time in the survey that the percentage of those who would pay was greater than that of those who would not, the latter

(Continued on page 75)



Carl Schuele (l.) of Broadcast Time Sales, with Frank Silvernail

Importance of professional knowledge is pinpointed in study of problems

Buyer status

What should be the proper role and status of the timebuyer in an agency's organizational structure and, more specifically, in the media function? In an attempt to throw some further illumination on this question, an important one within the advertising industry, an in-depth study of a cross-section of media personnel was recently made by Trendex, Inc.

One major conclusion arrived at: that the restrictions which prevent timebuyers from making qualitative and creative buys are vitiating the efficiency of the media function.

The survey was undertaken on behalf of Broadcast Time Sales, station representative firm, to learn whether the advertising fraternity feels that the timebuyer's status should be elevated, and, if so, what would be the best way to accomplish this. Trendex researchers conducted the probe among four classes of respondents: timebuyers themselves, media supervisors, account executives and client advertising executives.

The reason behind the survey is succinctly summed up by Frank Silvernail, veteran advertising agency

man: "It's about time," he says, "that somebody realized the importance of the professional knowledge of tv and radio timebuyers. This is the sort of study that should have been done years ago."

All categories of media people were overwhelmingly agreed on the major premise—that timebuyers should be consulted more frequently on a number of categories of media decisions and be allowed greater latitude in over-all strategy.

Timebuyers especially were adamant in their comments that the issue of timebuyer responsibility is one that deserves raising. One buyer said, "Whoever is asking these questions is on the right track. I hope it will reach a great many in the agency field." Another remarked, "I hope someday someone will listen and act on it."

Four specific questions were asked: 1. *Should timebuyers be consulted more frequently on marketing and copy approaches?*

Ninety per cent of timebuyers voted in the affirmative on this question. Eighty per cent of the media directors queried, as well as 80 per

cent of the account executives, were in favor of increased responsibility for timebuyers in the areas of marketing strategy and copy approach.

However, only 50 per cent of the client executives were in favor of this proposition, against 20 per cent who voted "no," and 30 per cent who had no opinion.

2. *Should timebuyers have a greater voice in media selection?*

Understandably, 70 per cent of the respondent timebuyers were in favor of this premise. But, surprisingly, 60 per cent of the media directors and a whopping 80 per cent of the account executives believe that timebuyers should have a voice in determining the media mix for a new campaign. Again, client executives were more conservative, but 50 per cent were in favor.

3. *Do you think timebuyers should be forced to buy on ratings alone instead of utilizing creative and qualitative criteria, as do print buyers?*

The entire sample of timebuyers naturally was against being compelled to buy by ratings alone. But, significantly, media directors and ac-

(Continued on page 72)

Wall Street Report

METROPOLITAN '60. Investors with a long memory for tv securities may remember back to the famed but unfortunate DuMont Network. DuMont, one of the early pioneering names of the television industry, never got off the ground. In 1955 the company was split into two parts, one the broadcasting network, the other the DuMont Laboratories, the manufacturing operation. The broadcasting operation now is known as Metropolitan Broadcasting.

Originally there were only two stations, WTTG and WNEW-TV, independent television outlets in Washington and New York, respectively. In 1956

proval. The Government agency put a freeze on approving transfers of station ownerships and continues to stall on such matters.

Metropolitan committed itself to paying \$7 million and 150,000 shares of stock for the five stations. However, only \$2.3 million was required as an immediate cash outlay, and the remaining \$4.7 million is to be paid over a period of four to 13 years. The five stations had aggregate revenues last year of \$4 million (see box for a tabulation of Metropolitan's revenues over the past four years).

In March of this year Metropolitan made another move to expand its ac-



Tabulation of Metropolitan Broadcasting Revenues

	1956	1957	1958	1959
Revenues	\$5,300,000	\$8,900,000	\$12,400,000	\$14,100,000
Net income	(\$900,000)	\$213,000	\$249,000	\$1,500,000
Depreciation	\$355,000	\$1,138,000	\$2,190,000	\$1,457,000
Cash flow per share (58 cents)		88 cents	\$1.58	\$1.91
Earnings per share (95 cents)		14 cents	16 cents	97 cents

the company reported a loss of \$1.5 million. In May 1957 it purchased WNEW Radio and in 1958 radio station WHK in Cleveland. WHK, which had six per cent of the Cleveland market at the time it was purchased, now services 25 per cent of that market.

Late in 1959 Metropolitan made a series of acquisitions expanding its activities in both the broadcasting and outdoor-advertising fields. There were five stations contracted for last year. The first was WIP Radio Philadelphia. The second was KOVR, the ABC-TV outlet in the Stockton-Sacramento market. The third is WTVH Peoria, a uhf and also an ABC-TV affiliate.

PENDING PURCHASES. Acquisition of two other stations is still pending—WTVP Decatur, another uhf ABC-TV affiliate (this station and the Peoria outlet are contiguous and may benefit from co-management and merchandising) and WRUL Radio, a short-wave station operating in New York City and broadcasting to South America, Africa, Europe and Asia. These purchases are still awaiting FCC ap-

proval. The Government agency put a freeze on approving transfers of station ownerships and continues to stall on such matters.

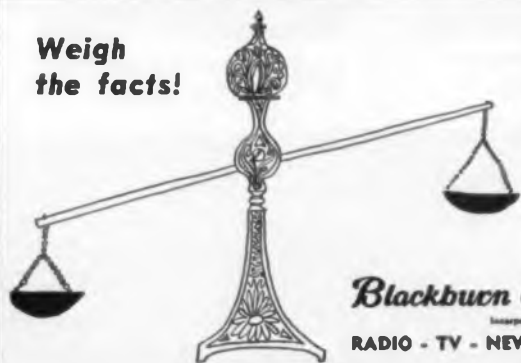
activities with the acquisition of the Foster & Kleiser division of W. R. Grace & Co. F&K is the second largest outdoor-advertising company in the U. S., operating in California, Oregon, Washington and Arizona. Metropolitan paid \$14 million for F&K, which does a gross volume of over \$20 million.

F&K STRUCTURE. F&K has its general offices in San Francisco, with 10

branches throughout its area and over 30 sub-branches. It maintains 34,000 separate advertising structures of which it owns all but about 1,000. Its earnings after taxes declined from \$1.2 million in 1957 to \$869,000 last year. But in the same period gross revenues rose from \$20.7 million to \$21.6 million. Now, under Metropolitan's management, the F&K division is being revamped to trim operating costs and create greater efficiency. The economics of outdoor advertising is based on a cost of 16½ cents per 1,000 viewings, compared with \$1 for radio and \$2 to \$3 for tv.

In order to finance both its station acquisitions and the purchase of F&K, Metropolitan incurred large debts. It

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the facts!**



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ATLANTA

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BEVERLY HILLS

TOP COMMERCIALS OF THE MONTH

CLIENT: Toni - Pink Pamper
AGENCY: Clinton E. Frank, Inc.



MPO DIRECTOR: Charles Dubin
CAMERAMAN: Gerald Hirschfeld

CLIENT: Sterling Brewers, Inc.
AGENCY: Compton Advertising, Inc.



MPO DIRECTOR: Marshall Stone
CAMERAMAN: Haas Koestamp,
Hollywood

CLIENT: Parliament
AGENCY: Benton & Bowles, Inc.



MPO DIRECTOR: Marshall Stone
CAMERAMAN: Tony Brooke

CLIENT: Atlantic Refining Company
AGENCY: N. W. Ayer & Son, Inc.



MPO DIRECTOR: Charles Wasserman
CAMERAMAN: Zolt Vidor

CLIENT: Helena Rubenstein
AGENCY: Ogilvy, Benson & Mather, Inc.



MPO DIRECTOR: Mickey Schwarz
CAMERAMAN: Zolt Vidor

CLIENT: Piel Bros.
AGENCY: Young & Rubicam, Inc.



MPO DIRECTOR: Charles Dubin
CAMERAMAN: Al Mozell

borrowed \$12 million on a five-year term bank loan and issued \$6 million of convertible debentures due in 1975. This brought the company's total debt to \$21.8 million.

The gross revenue of the company in 1960 will top \$40 million. On this gross Metropolitan earnings for 1960 should hit about \$1.25 per share, compared with 97 cents per share last year. In 1961, according to best estimates, earnings may mount to \$1.75 to \$2 per share. By 1962 there should be a still further gain in earnings.

There is, however, one gloomy note in this otherwise rosy picture. Back in 1957 Metropolitan assumed the liability for any additional income taxes that might be assessed by the Treasury Department upon examination of WNEW's tax returns prior to the purchase. Now it appears the Government may levy an additional \$530,000 in taxes for those years.

Morgan on Commercials

And Now a Word From Our Sponsor, by Henry Morgan and Gary Wagner. Citadel Press. \$1.25.

"Today we live in a new world, they tell me. There's the Federal Trade Commission, the Food and Drug Administration, and many a local and state medical group, the Post Office Department . . . all kinds of organizations ready to save you from throwing your money away. But they don't do too much good. They may have done away with the worst of the bad bottle labeling, and they may have got rid of most of the doctors who got their diplomas by mail, but all they've really accomplished is to replace the whole shebang with a slew of tv actors in white coats and wearing light-reflectors on their heads. . . ."

That is a part of the preface to this hilarious spoof of television commercials written by the acknowledged master in that field, Henry Morgan, with the help of Gary Wagner. It is illustrated by specially posed photographs of the author which are almost as funny as the text which accompanies them. As Mr. Morgan says in his introduction, "if any advertiser's feelings are hurt, it's a darn shame."



Videotronics, Inc.

in NEW YORK CITY
15 E. 53rd Street • MUrray Hill 8-7830

in HOLLYWOOD
4110 Radford Ave. • POplar 9-0326

Film Report

KELLOGG'S CARTOONS

The Kellogg Co., which has renewed Hanna-Barbera's *Huckleberry Hound* and *Quick Draw McGraw* as part of its national spot spread, has commissioned the animation house to produce another new series for a January start. This one is titled *Yogi Bear* and is based on the character of that name who plays a major but subsidiary role in *Huckleberry Hound*. At the same time, the advertiser is bringing his own new animated show to CBS-TV for 11 a.m. Saturday mornings. It is titled *The Magic World of Ali Kazam* and will

start in October. Also, it is understood that Kellogg is putting together a program consisting of reruns of programs in its national spot spread for network presentation.

Another Hanna-Barbera property, *Ruff & Reddy*, has been temporarily bumped off the air. The program, seen at 10:30 Saturday mornings on NBC-TV, is being replaced by a new cartoon—*King Leonardo and His Short Subjects*. The new show is produced by Leonardo Television Productions, Inc., of New York. Actual animation is being done by Tv Spots, Inc., on the west coast, although

storyboards, writing and editing are done in New York. *Ruff & Reddy*, however, is not a network casualty. NBC-TV, according to a spokesman, is convinced the program, which has been on the air since 1957, is still of great value as a re-run.

WALD WORLD COURT

Jerry Wald, motion-picture producer, is against piracy. It's not only unhealthy for the participants, he says, but it's also economically unsound.

Mr. Wald, president of Company of Artists, which produces features for Twentieth Century-Fox, notes (for the benefit of certain television producers) that "few of the swash-bucklers died of old age in their beds." For the kind of piracy Mr. Wald is against involves tv presentations of subjects of upcoming motion pictures, as well as intra-mural piracy between feature producers.

He notes that the market potential of an unreleased feature is hurt when a tv production of the same theme and plot is presented, and he offers the novel view that "the entertainment industry—which includes motion pictures and television—is a real entity. In the largest view what profits one, profits all."

Mr. Wald's solution to piracy on the air waves: "the creation of some kind of entertainment-world world court which will encompass all media, all countries and all producers." Mr. Wald, incidentally, is currently negotiating with NBC-TV for several specials.

NEW ROACH FIRM

Hal Roach Jr., former head of Hal Roach Studios and president of the Mutual network prior to the Alexander Guterman scandals, is planning re-entry into the television production field in association with Carroll Case. Mr. Roach and Mr. Case, who previously were partnered in such series as *Racket Squad* and *Public Defender*, have formed Showcase Enterprises to begin development of new properties.

FILM SUCCESS

Drewrys Limited U.S.A., Inc.

Manhunt, action-adventure series distributed by Screen Gems, is now in its second year of production, an event brought about by renewals from many regional advertisers. One of these, Drewrys Limited U.S.A., Inc., South Bend, has almost doubled its investment in the show—and at a time when syndication is said to be faltering.

But the brewery is convinced that its first year's sponsorship of *Manhunt* (in 15 markets on alternate weeks) has paid off. Jack C. Lawrence of the company's advertising department offers a wholesale endorsement of the series: "I doubt that I could state our feelings toward the show any more strongly than to point out that Drewrys had alternate sponsorship of *Manhunt* on 15 stations last year and has signed up for full sponsorship of the show on 11 stations in 1960 and for alternate sponsorship on four other stations during the year. Are we satisfied with the image? Indeed we are, and with *Manhunt's* fine acting team of Victor Jory and Pat McVey."

Mr. Lawrence's feelings are confirmed by numerous ratings reports. Drewrys' spread encompasses much of the midwest, including such markets as Detroit, Chicago, Toledo and Fort Wayne. In those cities, according to the American Research Bu-



reau, ratings have climbed consistently. In Detroit, *Manhunt* boosted an initial rating of 10.3 in October to an 18.0 in midseason to climb from third to first place in its time period in that four-station market. In South Bend, opposing two network shows, the series had more than double the rating of its nearest competitor—31.8. And in Fort Wayne, a similar rating success was scored.

Victor Jory stars in *Manhunt* as Howard Finucane, a veteran detective of the San Diego Police Force. Pat McVey portrays Ben Andrews, a newsman who is constantly at the detective's heels. Outdoor scenes are shot on location with the cooperation of the San Diego police department. Executive producer is Bob Sparks.

Advertising Directory of SELLING COMMERCIALS

AMF • Cunningham & Walsh



WONDSEL, CARLISLE & DUMPHY, INC., New York

Max Factor International • James Lovick & Co.



KTTV TAPE PRODUCTIONS, Hollywood

Bull of the Woods • Simon & Gwynn



TELEPIX CORP., Hollywood

Ford Motor Co. • J. Walter Thompson



PLAYHOUSE PICTURES, Hollywood

Consolidated Cigar Co. • Lennen & Newell, Inc.



KLAEGED FILM PRODUCTIONS, INC., New York

Gallo Wine • BBDO (San Francisco)



CONSUL FILMS, INC., Hollywood

Eagle Pencil Co. • Shaller-Rubin Co.



WILBUR STREECH PRODUCTIONS, INC., New York

General Cigar "Van Dyke" • Young & Rubicam



GRAY-O'REILLY STUDIOS, INC., New York

HLI ACTIVATES

Herts-Lion International Productions has been active on several fronts in recent days. The company has taken an option to purchase Beverly Hills Productions, producers of the *Spunky and Tadpole* cartoons being syndicated by Official Films. Simultaneously new offices are being opened in New York at 245 W. 55th St., to be headed by Bernard Chertok, and Lima, Peru, where Adolph Philips will headquarter South American Distribution. HLI has also begun work on a new series, *La Femme*, built around a woman's magazine.

PROGRAMS . . .

Co-production on a new series of hour-long specials entitled *The Jules Verne Theatre* will be undertaken by Joseph M. Schenck Enterprises and Twentieth Century-Fox TV under a new agreement. Schenck Enterprises was recently associated with the packaging of the theatrical feature, *Journey to the Center of the Earth*, based on a Verne novel.

Other new productions in the pilot stage are: *Panama*, an hour-long Central American adventure series being packaged by NBC-TV; *Trouble at His Heels* (or *Devil at His Heels*) a comedy-adventure about a nightclub operator, being filmed by Screen Gems; *The Freshman*, comedy about a middle-aged woman, to be portrayed by Gertrude Berg, who returns to college, Four Star the producer; *Captain Blood Sails*, hour-long adventure based on the Raphael Sabatini character, to be produced by Harry Joe Brown; *The Loggers*, comedy-adventure of Red-Bill Productions, the pilot of which is now being filmed on location in Oregon, and *Bos'n Mate*, a nautical comedy-adventure, being projected by Filmaster Productions.

Hollywood production of tv specials continues unabated. The new informational films division of Allied Artists has set as its initial production venture a 90-minute tv drama based on the life of Albert Einstein. Titled *He Reached For Eternity*, the special is scheduled to go before the cameras Dec. 1, under Jack L. Cope-

Advertising Directory of **SELLING COMMERCIALS**

land, executive producer of the new division. . . . Wolper-Sterling Productions is readying four documentary specials, two of which will be for syndication—*Race For Survival* and *Race For Space—Part 2. Hollywood and the Movies* and *American Woman in the 20th Century* are designed for network telecasts.

Banner Films has acquired distribution rights to *The Debbie Drake Show*, which consists of 130 15-minute episodes. Initially presented by Corinthian Broadcasting Corp. stations in Indianapolis, Tulsa and Fort Wayne, the show's format revolves around exercises, beauty tips and health habits. . . . *Atomic Submarine*, new adventure show, is being readied for the market-by-market route by Majestic Television Productions. . . . Jack Wrather's *The Lone Ranger* starts its 27th year on the air this fall on both ABC-TV and NBC-TV, sponsored on both networks by General Mills. Total station lineup: 292. . . . Official Films has begun syndication of a *Sportfolio* package of one-minute segments highlighting historic events in sports. The program is produced by Filmrite Associates.

PERSONNEL . . .

United Artists Associated has appointed Ben Elrod as western division manager and Carl Miller as account executive for that unit's Seattle area. Mr. Elrod has been with UAA since its inception in 1954 and for the past two years worked out of the company's Los Angeles office. Mr. Miller recently joined UAA from Screen Gems. . . . Larry Lowenstein has joined National Telefilm Associates as director of public relations. He was formerly with Rogers & Cowan as executive director and before that served with CBS-TV as director of the press-information department.

Harris Clayton has been appointed director of business affairs for MGM-TV, following the resignation of Leon Mirell, who is moving to a television production post with AB-PT. Mr. Clayton has been attorney for the Rosenberg-Coryell agency for the past five years. Mr. Mirell was previously with the busi-

General Mills • Doncer-Fitzgerald-Sample, Inc.



RAY FAVATA PRODUCTIONS, INC., New York

Iowa-Des Moines National Bank • C.M.



PANTOMIME PICTURES, INC., Hollywood

General Mills • Knox Reeves Adv., Inc.



KEITZ & HERNDON, Dallas

Jackson Brewing Co. • D.C.S.S.



PELICAN FILMS, INC., New York

General Mills • Knox Reeves Adv., Inc.



KTTV TAPE PRODUCTIONS, Hollywood

Langendorf Bread • Young & Rubicam



ANIMATION INC., Hollywood

Hassenfield Bros., Inc. • Grey Adv., Inc.



NATIONAL SCREEN SERVICE CORP., New York

Quaker Oats Company • Spitzer & Mills



ELEKTRA FILM PRODUCTIONS, INC., New York

Advertising Directory of SELLING COMMERCIALS

Rainier Beer • M. M. H. & H.



RAY PATIN PRODUCTIONS, Hollywood

Sterling Drug Int. • Winthrop Inc.



NFN PRODUCTIONS, INC., New York

Trans-Lux Television, Inc.



FELIX THE CAT CREATIONS, New York

Zerex • BBDO



LARS CALONIUS PRODUCTIONS, INC., New York

ness-affairs department of CBS-TV.

Edward J. Montagne, Hollywood and New York film producer, whose credits include the Phil Silvers "Bilko" series, has rejoined the William Esty agency on the west coast as a program consultant. Mr. Montagne, who was previously with the agency in 1950-54, will have duties that include the investigating of new properties, supervising their development in light of the needs of Esty clients.

Screen Gems' "Company of Writers" project, a permanent writers' group associated with the company in tv production, has gotten off the ground with the appointment of Paul Harrison as its head. Writers already associated with the group are Marion Hargrove, Ivan Goff, Ben Roberts, Liam O'Brien and Richard Murphy.

SALES . . .

Prestige-minded advertisers such as banks and public-utilities companies continue to make investments in Independent Television Corp.'s latest syndication entry, *Best of the Post*. The series, the only live-action syndicated program available in color this year, was recently purchased by the First Wisconsin National Bank for Milwaukee, where it will be seen in color. The West Pennsylvania Bank has scheduled a color version of the program for Pittsburgh, and in Salt Lake City the Walker Bank is bankrolling the series, which is based on stories from *The Saturday Evening Post*.

Utilities sponsors of *Best of the Post* include the Peoples Gas, Light & Coke Co., for Chicago; the Shamrock Oil & Gas Co., for 11 southwest markets; the Central Power & Light Co., for Corpus Christi, and the Pacific Gas & Electric Co., for a number of west-coast markets. All told, *Best of the Post* has been sold in close to 100 markets.

Shotgun Slade, distributed by MCA-TV, continues to bring in top regional coin. Recent advertiser buys include P. Ballantine & Sons for an upstate New York market to swell its regional spread of the series to 29 markets, and R. J. Reynolds Tobacco Co., which added two markets in Ken-

tucky and Wisconsin to bring its market total to 12.

Ziv-UA's *Case of the Dangerous Robin* has been sold in 126 markets with assists from a diverse list of sponsors ranging from a bank to a soft-drink company. Recent station sales include the following: WJBF Augusta, Ga.; WMT-TV Cedar Rapids; WOAI-TV San Antonio; WRGB Albany-Schenectady; WVEC-TV Norfolk; KVOO-TV Tulsa, and WLBT-TV Jackson, Miss. . . . Four more stations—WHEN-TV Syracuse, WTOL-TV Toledo, WTVR Richmond and WRC-TV Philadelphia—have purchased National Telefilm Associates' *Play of the Week*. The award-winning series has now been sold in 56 markets.

Screen Gems, after one week in syndication, sold re-runs of *Tightrope!* to eight stations. They are WNEW-TV New York, KTTV Los Angeles, WCCO-TV Minneapolis, WTTG Washington, KOOL-TV Phoenix, WKRC Mobile, WBRC-TV Birmingham and KALB-TV Alexandria, La. . . . WNBQ Chicago has purchased the Pete Smith "Specialties" from MGM-TV.

Sales of pre-'48 features continue. MCA-TV recently sold the company's pre-'48 library of Paramount pictures to four more stations. They are: WMBD-TV Peoria; KGLO-TV and KEYC-TV Mason City, Ia., and WJXT Jacksonville. . . . United Artists Associated has experienced no difficulty in moving its huge libraries of pre- and

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New York 36

Pulse Top 10 Drama Shows for June

Rank	Program	Distributor	National Wgt'd Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Rendezvous	CBS	10.9	78	94	14	19
2	Lock Up	Ziv-UA	10.6	81	92	15	36
3	Grand Jury	NTA	10.5	89	91	13	29
4	Divorce Court	Guild	9.4	85	91	13	11
5	Cannonball	ITC	7.6	73	78	17	82
6	Jeff's Collie	ITC	7.3	55	59	17	95
7	Panic	CNP	7.0	81	93	17	44
7	Reader's Digest	Schubert	7.0	49	82	11	41
9	Play of the Week	NTA	6.6	82	98	11	22
10	Walter Winchell	NTA	5.8	81	92	15	23

Pulse Top 10 Comedy Shows for June

Rank	Program	Distributor	National Wgt'd Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Phil Silvers	CBS	10.2	73	75	18	72
2	Three Stooges	Screen Gems	9.5	51	57	18	110
3	Honeymooners	CBS	7.9	72	79	18	68
4	How to Marry a Millionaire	NTA	6.9	75	79	17	63
5	Laurel and Hardy	Governor	6.7	32	37	14	95
6	Amos 'n' Andy	CBS	6.1	49	51	17	95
7	Life of Riley	CNP	5.8	34	65	16	79
8	People's Choice	ABC	5.2	67	73	16	65
8	This is Alice	NTA	5.2	34	49	13	67
10	Topper	Schubert	5.1	21	65	11	59

post-'48 features despite the impending deluge of new pictures, says Erwin Ezzes, executive vice president. UAA's most recent package of post-'48 films, "Boxoffice 26," has already been sold to KTVK Phoenix and KLRJ-TV Las Vegas.

Overseas, International Television Programs has scored what it describes as several firsts. The distributor says

it sold the first re-run package in the history of Australian commercial television, which is primarily a first-run market. ITP sold re-runs of 12 shows to Amalgamated Television Services, Sydney, for all of Australia. At the same time, ITP sold six first-run shows Down Under, and the combined sales total amounted to over \$954,000. ITP's second first:

INVENTIVE

Wilding tv

CHICAGO DETROIT HOLLYWOOD

Advertising Directory of TV SERVICES

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16mm, 35mm; magnetic or optical; all interlock combinations. Editing equipment and facilities. Film storage vaults. All facilities available 24 hours a day.

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WPBN-TV **WTOM-TV**

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Covers 25 Northern Michigan Counties
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Reach the MOST homes with P B N *

7000 MORE Homes Reached Than Sta. B.
(M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B.
(Sun. 6 PM-Mid.)

*ARB (March, 1962)



the sale of a full series to German commercial tv. The series, *Highway Patrol*, was sold to Freies Fernsehen Co.

COMMERCIAL CUES . . .

MPO has completed a two-hour motion picture for the Ford Motor Co. designed to introduce the 1961 Ford line to dealers and salesmen. With completion of the project, MPO announced that it was done under a newly established unit—MPO Sales & Training Programs, Inc., which is devoted to industrial film making.

Kenneth Daniels has joined the MGM commercial and industrial-film department as west-coast sales representative. . . . Commercial business at Hanna & Barbera Productions, known in the past principally for its entertainment cartoon series, is also booming and will hit an estimated \$550,000 this year, according to the firm's executives.

Ray Patin Productions has turned out two spots for Cheerio's and Frosty-o's (Dancer - Fitzgerald - Sample, New York) featuring woodsman and Olympic athlete characters, intended to take advantage of the Rome games publicity. The same firm has also created a new character, being used in several spots, for Flako shortening (Clinton E. Frank, Chicago).

A special commercial featuring comedian Louis Nye and directed by

Leroy Prinz has been produced by Consul Films advertising the Ortho-Gro lawn product for California Spray Co. (McCann-Erickson).

Bob Klein has resigned as general manager of Freberg, Ltd., producer of commercials and special material. . . . Bob Kurtz, Bill Southwood, Jack Parr and Ceil Seitz have joined the staff of Format Films.

TAPE . . .

Ryder Sound Services has developed a new, reportedly simplified and advanced method of tv tape editing, resembling in character the editing of film in the motion-picture industry. According to Loren L. Ryder, president of the firm, the device makes possible the interchanging of film- and tape-editing techniques.

Although sales rose 11 per cent to \$16.4 million over the corresponding period last year, Ampex Corp. has reported a drop in net profits from \$826,000 to \$344,000 for the first quarter of the current fiscal year. Simultaneously, executives of the company said that the proposed merger of the corporation with Telemeter Magnetics is still receiving intense consideration.

Video-tape and live program and commercial production at KCOP Los Angeles will be headed by Rudy H. Beliner, former west-coast tv-radio director for Grant Advertising, it has been announced by Alvin G. Flanagan, general manager of the station.

A special program starring Groucho Marx as "The Magical Monarch of Mo," Frank Baum story being translated for tv by Gore Vidal, will be taped by Henry Jaffe as a spectacular for NBC-TV.

STOCKS . . .

Desilu Productions, Inc., suffered a net operating loss of \$201,397, its first since the issuance of its stock on the public market, during the first quarter of its fiscal year ending July 30, Desi Arnaz, president of the company, has reported. This compares with net profit of \$265,050 for the same period last year, Mr. Arnaz attributing the difference to the writers' strike, which curtailed production.

musifex co

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background music
musical commercials
sound effects

ci-6-4061-2

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R FOR BETTER FILMS

CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION

JOSEPH JOSEPHSON
Circle 6-2146

45 West 45th St.
New York 36

NATIONAL SPREAD

The Studebaker Dealers Advertising Association and the Studebaker-Packard Corp. have joined forces to buy *Wilbur & Mr. Ed*, a situation comedy, for a national spot spread. Market total may amount to more than 120 when the sponsorship starts for 26 straight weeks beginning in January. *Wilbur & Mr. Ed* is produced by Filmways in New York and stars comic Alan Young.

Film Commercials

AMERICAN FILM PRODUCERS

In production: Esso Standard Oil Co. (gasoline, oil, service), McCann-Erickson; National Foundation (March of Dimes), McCann-Erickson.

CULHANE FILM STUDIOS, INC.

Completed: Radio Corp. of America (tubes), direct; Drinks, Inc. (Nu Fizz), Hoyt; Colgate-Palmolive Co. (Ajax), McCann-Erickson; Chesebrough-Ponds, Inc. (Chapstick), Gumbinner; J. B. Williams Co. (Geritol), Parkson; Lever Bros. Co. (Good Luck margarine), OB&M. In production: National Assn. of Insurance Agents (insurance), Doremus; American Character Doll Co. (dolls), Webb; Benner Tea Co. (various foods), Fitzmorris.

RAY FAVATA PRODUCTIONS, INC.

Completed: Hydrat Food Products Corp. (frankfurters), JWT; National Assn. of Insurance Agents (insurance), Doremus; Piel Bros. (beer, Fresh Air Fund), Y&R; National Biscuit Co. (Millbrook bread), M-E; U. S. Census Bureau (census), Meldrum & Fewsmith; General Mills, Inc. (Jets), D-F-S; General Foods Corp. (Sugar Crisps), B&B. In production: U. S. Army (reserves), D-F-S; Rexall, Inc. (drugs), BBDO; General Motors Corp. (Frigidaire), D-F-S; Heublein, Inc. (Andersen soups), FRC&H.

FORMAT FILMS, INC.

Completed: Carling Brewing Co. (Stag beer), Edward H. Weiss. In production: International Shoe Co. (Poll-Parrot & Red Goose shoes), Krupnick; Carling Brewing Co. (beer), Edward H. Weiss; Standard Oil Co. of Indiana (oil), D'Arcy; J. A. Folger & Co. (coffee), FRC&H; General Time Corp. (Westclox), BBDO; Max Factor & Co. (toiletries), Carson/Roberts.

GRAY & O'REILLY

In production: General Cigar Co. (Robert Burns), Y&R; Minute Maid Corp. (Snow Crop), KHCC&A; De Luxe-Reading (toys), Zlowe; Block Drug Co. (Omega oil), Gumbinner; Roman Products Co. (frozen foods), Smith-Greenland.

HUNN, FRITZ, HENKIN PRODUCTIONS, INC.

Completed: Winthrop Products (Phillips

Milk of Magnesia, Andrews Liver Salt, Cafenol), direct; Texaco Co. (Havoline oil), C&W; Best Foods Co. (Mazola, Nucoa, Nu Soft), D-F-S; B. T. Babbitt, Inc. (Chas. Antell), GMM&B; Auto Mfg. Assn., C&W; Independent Bakers Cooperative (Holsum bread), Long; Nestle Co. (Quik), Reynolds; Brillo Mfg. Co. (soap pads), JWT; Whitehall Labs. Div. of American Home Products (Duplexin), C&W; J. A. Folger Co. (coffee), C&W; Lever Bros. Co. (Good Luck margarine), OB&M; National Merchandising Corp. (Hooty phonebook covers), Harry Frost. In production: Best Foods Co. (Nucoa margarine), D-F-S; Brillo Mfg. Co. (soap pads), JWT; American Machine & Foundry Co. (all products), C&W; General Mills, Inc. (O-Celo), D-F-S; Peter Paul, Inc. (Chifon), D-F-S; Sterling Drug, Inc. (Dr. Caldwell, Fletcher's Castoria), Brown & Butcher; Ad Council (institutional), Ayer; B. T. Babbitt, Inc. (Chas. Antell), GMM&B; Harvey Publications (*Mattie's Sunday Funnies*), direct; Auto Mfg. Assn. (automobile show), C&W; Texaco Co. (gas & oil), C&W; General Foods Sales Corp. (Sanka coffee), McKim; International Latex Corp. (Nasalair), Brown & Butcher; Dill Mfg. Co. (Dapper), Ayer.

KEITZ & HERNDON

In production: Humble Oil Co. (gasoline & oil), McCann-Erickson; Continental Oil Co. (Conoco gasoline), B&B; Lone Star Gas Co. (gas heating), EWRR; Dr. Pepper Co. (soft drink), Grant; Franklin Mfg. Co., Griffin B. Wren; Standard Life Insurance Co. (insurance), direct; Rich Plan Corporation (frozen food), direct.

KLAEGER FILM PRODUCTIONS, INC.

Completed: Phillips-Van Heusen Corp. (shirts), Grey; Westinghouse Electric Corp. (tv), Grey; Nestle Co. (Nescafe), Esty; Dow Chemical Co. (Saran Wrap), MJ&A; Colgate-Palmolive Co. (Ad), L&N; Lawry's Foods, Inc. (prepared foods), MJ&A; P. Ballantine & Sons (beer), Esty; Greyhound Corp. (bus), Grey; Minnesota Mining & Mfg. Co. (Scotchgard), MJ&A; USAF (officer retention), MJ&A; U.S. Rubber Co. (tires), FRC&H; Remington-Rand (shaver), FRC&H; Food Manufacturers, Inc. (M&M candy), Bates; Brown & Williamson Tobacco Corp. (Viceroy cigarettes), Bates.

In production: Brown & Williamson Tobacco Corp. (Viceroy cigarettes), Bates; Fogd Manufacturers, Inc. (M&M candy), Bates; U.S. Rubber Co. (tires), FRC&H; Remington-Rand (shaver), FRC&H; General Electric Co. (radio), Maxon; Sterno, Inc. (Sterno), Bates; Phillips-Van Heusen Corp. (shirts), Grey; Colgate-Palmolive Co. (Ad), L&N; E. I. du Pont de Nemours & Co. (wall paint), Ayer; Whitehall Pharmaceutical Co. (Dondril), Tatham-Laird; Lionel Corp. (trains), Grey; Chesebrough-Ponds, Inc. (vaseline), Esty; Dow Chemical Co. (Dowgard), MJ&A; P. Ballantine & Sons (beer), Esty; R. J. Reynolds Tobacco Co. (Camel cigarettes), Esty; Ideal Toy Co., Grey; Consolidated Cigar Corp. (Muriel cigars), L&N.

MPO VIDEOTRONICS

Completed: Chase Manhattan Bank, Bates; Piel Bros. (beer), Y&R; Lever Bros. Co. (All), NL&B; Lever Bros. Co. (Praise soap), K&E; Anheuser-Busch, Inc. (Bud-



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RANKS = 1 FOR BIG NAMES
RANKS = 1 FOR CURRENT HITS
RANKS = 1 FOR FULL COLOR
RANKS = 1 FOR SALES IMPACT

FOR FULL DETAILS, CONTACT:
MICHAEL M. SILLERMAN, EXEC. VP
PROGRAMS FOR TELEVISION, INC. **pti**
1150 6TH AVE., N. Y. 36 YU 6-3650

weiser), D'Arcy; Westinghouse Electric Co., KM&G; Campbell Soup Co. (soup), BBDO; Lever Bros. Co. (Pepsodent), FC&B; American Tobacco Co. (Lucky Strike), BBDO; Thomas J. Lipton, Inc. (tea), SSC&B; Lever Bros. Co. (Lux), JWT; Toni Co. (Pamper shampoo), Clinton E. Frank; Brown & Williamson Tobacco Corp. (Kentucky King), Bates; Harold F. Ritchie, Inc. (Brylcreem), K&E; Kimberly-Clark Corp. (Kleenex tissues), FC&B; General Foods Corp. (Jello), Y&R; Coty, Inc. (24 Lipstick), BBDO; Dreyfus & Co. (fund), Doyle Dane Bernbach. In production: International Latex Corp. (Playtex), Reach McClinton; Wander Co. (Ovaltine), Tatham-Laird; Hi-C Products Div. Minute Maid Corp., D-F-S; Peter Paul, Inc. (Mounds, Almond Joy), DF&S; General Foods Corp. (Maxwell House coffee), Baker; Pacquin, Inc. (Silk & Satin), Esty; R. J. Reynolds Tobacco Co. (Winston cigarettes), Esty; Philip Morris, Inc. (Marlboro cigarettes), Burnett; General Electric Co. (television), Y&R; Lever Bros. Co. (Aft), NL&B; Lever Bros. Co. (Lifebuoy soap), SSC&B; American Safety Razor Products Corp. (Pal Blades), K&E; Aluminum Corp. of America (Alcoa), F&S&R; General Foods Corp. (Maxwell House coffee), OB&M; Colgate-Palmolive Co. (soap), Bates; Shwayder Bros. (Samsonite), Grey; Gillette Safety Razor Co. (blades, razors), Maxon; Helena Rubinstein, Inc. (Cover Rinse), OB&M; Shell Oil Co. (gasoline), JWT; Eastman Kodak Co. (cameras), JWT; Pan American Coffee Bureau (coffee), BBDO.

PANTOMIME PICTURES

Completed: Coors Brewery (beer), direct;

Regal Brewing Co. (beer), Heintz; Renault, Inc. (cars), NL&B; Rival Packing Co. (dog food), GB&B; State Farm Insurance Co. (insurance), NL&B. In production: Mishawaka Rubber Co., Inc. (shoes), Campbell-Mithun; Los Angeles Times (circulation), D&C; Oklahoma Oil Co. (gasoline), NL&B.

RAY PATIN PRODUCTIONS

Completed: Pacific Telephone Co., BBDO; General Foods Corp. (Jell-O), Y&R; Perkins Div. General Foods Corp. (Kool-Aid), FC&B; Langendorf United Bakeries (bread), Y&R; Paper Mate, Inc. (pens), FC&B; Joseph Schlitz Brewing Co. (beer), JWT; Kellogg Co. (Sugar Smacks), Burnett; Pillsbury Co. (cake mixes), Burnett; Campbell Soup Co. (beans & franks), NL&B; Western Oil & Fuel Co. (gas & oil service), John W. Forney. In production: Associates' Investment Co. (loans), FC&B; Quaker Oats Co. (Flako Pastry mixes), Clinton E. Frank; Malt-O-Meal Co. (cereal), Campbell-Mithun; Campbell Soup Co. (Franco-American spaghetti), Burnett; Procter & Gamble (Mr. Clean), Tatham-Laird; Kellogg Co. (Cocoa Krispies), Burnett.

PELICAN FILMS, INC.

Completed: General Foods (Jell-O), Y&R; Quaker City Candy Co. (Good 'n Plenty), Bauer & Tripp; Jackson Brewing Co. (Jax beer), DCS&S; Cities Service Co. (gasoline), Ellington; Singer Sewing Machine Co. (sewing machines), Y&R; Drackett Co. (Vanish), Y&R; Brioschi Co. (Brioschi), Ellington; British-American Oil Co. (oil), Lovick.

In production: Singer Sewing Machine Co. (sewing machines), Y&R; National Sugar Refining Co. (Jack Frost sugar), Y&R; Union Carbide Co. (Eveready), Esty; Nestle Co. (Nescafe), Esty; General Foods (Jell-O), Y&R; Drackett Co. (Vanish), Y&R; U. S. Steel Corp. (institutional), BBDO; Jackson Brewing Co. (Jax beer), DCS&S; United Fruit Co. (Chiquita Banana), BBDO; Coca-Cola Co. (Sprite), McCann-Marschalk; Procter & Gamble Co. (Ivory bar), Compton; Piel Bros. (beer), Y&R; Cities Service (gasoline), Ellington; Union Carbide (Prestone), Esty; Pharmacrast Corp. (Coldene), PK&L.

PINTOFF PRODUCTIONS

Completed: General Electric Co. (vacuum cleaners), Y&R; Nestle Co. (Zip), McCann-Erickson; Iodine Pharmacal Corp. (Iodine), Reach-McClinton; Ward Bak-ing Co. (Tip-Top Lucky cakes), Grey; Esso Standard Oil Co. (gasoline), McCann-Erickson; Singer Sewing Machine Co. (sewing machines), Y&R; U.S. Steel Co. (steel), BBDO; Texas Co., Inc. (Texaco), C&W.

In production: S. C. Johnson & Sons, Inc. (Glade), B&B; Pintoff Productions (*The Shoes*), direct; Quaker Oats Co. (Frescavena), National Export, E. I. du Pont de Nemours & Co., Inc. (Telar), BBDO; ABC (Fight of the Week), direct; Proctor-Silex Co. (appliances), Weiss & Geller; American Oil Co. (Amoco), Joseph Katz; Chas. Pfizer & Co., Inc. (Beam), Ted Gotthelf; Television Information Office (promotion), McCann-Erickson; American Bakeries Co. (Taystee bread), Y&R.



Animated?.... we're off and running at **FilmFair**

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TELEVISION AGE SPOT REPORT

a review of
current activity
in national
spot tv

Having previously issued "suggestions" booklets for newspapers, business publications and other print media, the American Association of Advertising Agencies this month began distribution of "Suggestions for the Advancement of National Spot Tv Advertising."

Covering all aspects of broadcast spot—both from the station and agency viewpoints—in the text, AAAA presents under a single cover a variety of new ideas as well as many that have generated "crusades" in the past.

In a section on the presentation of information, "Tv Suggestions" asks for the development of standards in coverage measurements, in market information and in rate cards. The idea that broadcasters should check with "impartial, industry-sponsored organizations" on contemplated research projects is advanced, with the thought being that the organizations could inform the broadcaster of any defects in the research techniques that might weaken the finished study or make it unacceptable to agencies.

Additionally, says AAAA, a central reporting service should be established either as a private enterprise or as an industry-wide project to supply agencies and advertisers with data on past competitive schedules on any station or stations. The advertising group believes stations could

furnish all information at one time to the central source which would collate and supply the data on request.

Discussing broadcasters' "policies," it is suggested that a clear distinction be drawn between national and local rates, and that this distinction be spelled out in the rate card. While not advocating a single rate, AAAA notes that wide rate differentials can lead local advertisers to "abuses such as double billing, undisclosed minimum rates, brokerage and wholesaling of broadcast time, etc." in connection with cooperative advertising.

In a series of suggestions on "operations," station representatives are urged to submit availabilities on the standard form recommended by AAAA and SRA. Broadcasters are

asked to provide agencies with clear-cut policies on spot schedules that run through changes to and from Daylight Saving Time. Any changes in an announcement schedule or in a station's programming should be reported to agencies "in the quickest means possible," etc.

Other "suggestions" in the tv booklet cover payment terms, discounts, rate protection, NAB codes, multiple spotting, billing forms, etc. Obviously, many enterprising broadcasters and agency media buyers will find numerous suggestions to be mere matters of common sense and good business practice. In the wealth of ideas presented, however, a single point may be uncovered that could result in the sale of an availability for a station or simplified scheduling procedure for a timebuyer. Copies of the booklets can be obtained from AAAA, 420 Lexington, New York 17.

AMERICAN CHICLE CO.

(Ted Bates & Co., Inc., N.Y.)

A flurry of fall buying for ROLAIDS and CLORETS was noted as under way, with about 13 weeks of primarily nighttime minutes set to run from an October start. About 30 markets will be covered. Jack Dougherty is the timebuyer.

ARMOUR & CO.

(N. W. Ayer & Co., Inc., Chicago and Philadelphia)

The fiscal year for the food processor ends next month and new programs for the year beginning Nov. 1 were being presented at press time. Possibilities

(Continued on page 58)



At J. Walter Thompson Co., New York, Dick Macaluso serves as a regional timebuyer on the Ford Dealers Advertising Association.

KRNT Radio is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – ten years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business

Big in the lives of people in the community – see the people

Big in sales impact – see Katz

KRNT is Total Radio in Des Moines

A COWLES OPERATION

The Buyer Talks About . . .

FALL LINE-UPS

Somewhat unusual, perhaps, in a field that prides itself on the depth and variety of its research and on the scientific aspects of its expenditures is the entire fall programming picture. Few will deny that almost everyone—networks, stations, advertisers and agencies—is currently involved in a certain amount of gambling.

Admittedly the gamble incurred on an advertiser's part might not be as costly as it was just a few years ago. Network contracts are much more flexible now, are generally written for much less than the 52-week deals once prevalent and can be gotten out of, if need be, with new-found ease. Still, a client who chooses to place his tv budget behind a new program, whether a network show or a syndicated one, is taking a calculated risk.

Similarly, the buyer who sets a spot-announcement schedule in or around a new show is risking the client's dollars.

There are no rules as to what the viewing public will like—or won't like. A show that looks good at a preview screening can fall flat on its face before the home audience. A routine western seen at an advance showing can turn out to be *Gunsmoke*, *Wagon Train* or *The Rifleman*.

What can the buyer do to make his purchase of new-show availabilities as foolproof as possible?

First, he can make himself as familiar with the fall schedules as anyone can be. This is done in several ways: by paying close attention to station presentations, by keeping track of press releases supplied by the networks and producers as to stars, formats, etc., of new shows, and by staying in touch with the program department of the agency. In some agencies regular briefing sessions are held for the media department in which film clips of new shows are viewed and line-ups discussed as to time of broadcast, type of audience expected, etc. If a briefing session is not conducted for his benefit, it's up to the buyer to create his own from program-department staffers.

The buyer must learn to make his own views on what constitutes "good" programming subservient to the client's advertising needs. It might be all right to think *Omnibus* is the only program worth watching in all of tv, but if your client wants to reach viewers of westerns, keep your eyes open for good buys in that category.

If you've bought a successful show in the past and it's suddenly faced with new competition in the fall line-up, what do you do—particularly if the new show looks good? Or what if the successful program is moved to another evening and time slot this season, or even to another network?

As general policy, you stay with the proven program. In itself this lessens the gamble. But, additionally, experience has shown that the program's past fans will follow it—whether it moves to another time, another night or another network.

Once your buy is made, of course, you are committed to wait out the initial reviews and the first ratings. Often four weeks aren't enough to get a fair judgment of the show. A program can build in a few months' time to top ratings. Waiting out the signs of steady audience increases can be fatiguing, but when the program hits big, the wait seems worth it.

On the other hand, if the signs are downward, the flexibility of spot enables the wise buyer to make a quick move and cancel before the client's money is irretrievably lost.

Indianacardotes

by
Hugh Kibbey

Station Manager
WFBM-TV
Indianapolis

LET'S PICK BLACKBERRIES

● Merm (that's my wife) and I went blackberrying one Saturday morning over in Hancock County. Now if you've never tasted fresh, succulent home-grown blackberries, right off the bush, you've missed something. Nothing quite like them—on cereal, as dessert for after-dinner, or beneath a golden pie crust!

Sometimes they aren't easy to find (a friend told us about this particular berry patch just off a county road), but when you find them, the picking effort reaps rich rewards.

Sort of like home-grown TV availabilities. Sometimes it takes a little asking on your part, but picked fresh off the bushes, they're lip smacking! We here at this NBC affiliate in this 13th largest TV market in the whole blackberry pickin' U.S., know the location of many an ever-bearing or special seasonal bush and the fruit is there, ready for the plucking.

Sometimes these bushes grow in the most unlikely locations . . . you might drive right by them in a quest for the obvious. But thanks to TV's rich soil, the bushes bear profusely wherever they are. Right now I have in mind some mighty succulent patches. Here's an invitation to go blackberrying with me and dish up some delicious avails for your client before they're picked by someone else.

Represented
Nationally by
THE KATZ
Agency

CHANNEL 6
WFBM-TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

Spot (Continued from page 55)

exist for pre-Thanksgiving and Christmas schedules on hams, etc., but various proposals await definite okay. Harold Bennett is the Chicago timebuyer; Martha Parnell is the Philadelphia contact.

ARNOLD BAKERS, INC.

(Allston, Smith & Sample, Inc., Greenwich)

This baker of ARNOLD bread and cookies, with distribution primarily in New England and mid-Atlantic states, recently signed for a second year of a five-minute weather strip on WPIX New York. While the show comprises the baker's total tv activity at present, plans being made for 1961 may include additional spot in other areas, according to agency partner Jerry Sample. Media director Tom Ellis is the contact.

CALIFORNIA OIL CO.

(BBDO, New York)

Adding to the Tele-Scope item here Aug. 22, CHEVRON gas starts new placements of nighttime 20's and ID's in a group of markets along the east coast about issue date. They'll run about 10 weeks. Marv Shapiro is the timebuyer.

CHURCH & DWIGHT CO., INC.

(Brooke, Smith, French & Dorrance, Inc., N.Y.)

Following successful introductions in a half-dozen top markets, ARM & HAMMER Sal Soda Concentrated in a new large size package moves into six new areas early next month. St. Louis, Buffalo, Rochester, Cincinnati, Columbus and Toledo get two-week schedules of filmed minutes and some ID's, with the number of spots ranging from 30 in St. Louis to 24 in Buffalo and 10-14 in the other markets. There is a possibility of additional activity in other markets on either the new large box or the standard one-pound size, but this was indefinite at press time. Media director Bob Woodward is the contact.

COCA-COLA CO.

(McCann-Marschalk, Inc., N. Y.)

Appointed to handle Coca-Cola's line of FANTA flavored beverages which are now out of test areas and being offered to local bottlers for distribution, McCann-Marschalk is now working on a lemon-lime flavor in the line called SPRITE. Some test-market schedules were to be set the middle of this month, but brief delays were encountered, and the product should reach the areas shortly with filmed minutes. Catherine Noble is the timebuying contact.

COLGATE-PALMOLIVE CO.

(Lennen & Newell, Inc., N.Y.)

There are indications that C-P's first move into the drug field with DRIACOL, a cold relief tablet acquired in the company's purchase of a pharmaceutical firm, is at the stage where media—including tv spots—are being tested. Distribution is limited and will be kept so at least for the first part of the colds season. Assistant media director Clark Ford is the contact.

CORN PRODUCTS CO.

(Donahue & Coe, Inc., N.Y.)

Although BOSCO recently went into network via an alternate-week buy on CBS-TV's *Dennis The Menace*, it continues to use live and filmed minutes in top-rated kid shows in selected markets. A renewal just set in New York includes a couple of WPIX juvenile stanzas. Harry Durando is the timebuyer.

CRISP PRODUCTS, INC.

(Wermen & Schorr, Inc., Phila.)

With a variety of brands currently engaged in a battle of spray-starches, this firm has gone one better and is moving into two key markets early next month with MIML, a fabric "sizing" that "does everything starch does and more." It's an aerosol spray said to put new life and body into fabrics. Filmed minutes in primarily daytime slots, but with some night spotting, too, will run in strong frequencies. Liz Vosberg is the timebuyer.

DAISY MFG. CO.

(L. W. Ramsey Co., Chicago)

While the maker of DAISY air rifles

has used local tv in the past, a spokesman for the firm noted that the upcoming fall campaign will be its first full-scale national push. Seven weeks of minutes in kid shows will begin running Oct. 31 in 50 top markets, with a total 1,000 spots used. Account executive N. B. Langworthy is the contact.

DELUXE READING CORP.

(Zlowe Co., Inc., N. Y.)

Said to be one of the largest toy companies in the country, this firm has not previously used tv, but embarks at the end of the month on a test campaign in four markets. Its line of toys and dolls are sold in food stores—about 120,000—across the country, so expansion into other markets would be relatively simple from a distribution standpoint if the test is successful. Filmed minutes in kid and family-oriented programs are to be used for two boys' toys in the missile-launching category, a girls' doll and a group of several items. The brand name is DELUXE. Account executive Bill Stocking is the contact.

(Continued on page 60)

Personals

BOB PECKA, who assisted Paul Bures as buyer on the Shell Oil account at J. Walter Thompson, New York, is handling Shell buying until the account leaves the agency in December.

In Detroit JOHN P. HICKEY was named media supervisor at Kenyon & Eckhardt, Inc. He supervises the Mercury and Comet automobile accounts and the Lincoln-Mercury Dealers Association business.

Formerly with New York agencies, MICHAEL R. FABIAN moved to W. B. Doner & Co., Philadelphia agency, as director of media and marketing.

HARRY DURANDO moved to Donahue & Coe, Inc., New York, as buyer on Bosco and Kasco, products

ROBINSON JR., recently appointed associate director of television and radio, is working on all L&F's media accounts. Prior to L&F, Mr. Robinson was tv account executive and commercial director at McCann-Erickson, New York. CHIPS BARRABEE left L&F and is presently associated with Maurer, Schuebel & Fleisher, Washington.

KATHY FARRELL has been added to the timebuyer ranks on the Democratic National Committee account at Guild, Bascom & Bonfigli, New York.

At Kastor, Hilton, Chesley, Clifford & Atherton, New York, BERYL SEIDENBERG was made vice president. She still holds her position as head timebuyer.

Formerly buyer on Yuban coffee and other General Foods products at Benton & Bowles, Inc., New York, JORDAN SCHREIBER moved to the advertising department of Standard Brands, Inc. Assistant buyer Pat Shannon is handling Yuban at present. A recent addition to the B&B media department was STU HINKLE, previously with Ted Bates & Co., Inc., as timebuyer on Minute Maid and other accounts, and now handling General Foods' Gravy Train dog food.

FRANK MANNER, formerly with Colgate-Palmolive, joined Ogilvy, Benson & Mather as administrative coordinator in the media department.

At N. W. Ayer & Son, Inc., Philadelphia, ED MURRAY was promoted to timebuyer and BETTY KAUGHMAN raised to assistant timebuyer within the agency. CHARLES VENTURA, formerly a broadcast salesman, joined Ayer as an assistant buyer.

HARRY PARNAS left Doyle Dane Bernbach, Inc., New York, where he was media director and is presently director of sales development research at Kelly-Smith Co., newspaper reps.



MR. DURANDO

of Corn Products Co. Previously he was a Colgate-Palmolive timebuyer at Lennen & Newell, Inc. At L&N, PETE HOLLAND, once a network buyer, took over on Colgate's spot duties.

At Lambert & Feasley JOHN W.

Agencies again are hashing over the single vs. multiple rate system in television buying. At Arkwright Advertising Co., James Hackett, media director, advocates the two- or multiple-rate system on the premise that "the one-rate policy does not mean purity."

"National advertisers," he maintains, "want the one-rate system generally for these reasons: it would lessen the working schedule of buyers who jockey around the country sparing for retail rates and would foster the idea that a tv spot has an absolute value as opposed to my belief and that of many others that tv time is relative."

"For instance," he illustrates, "if a cigarette manufacturer and Johnny Gluck's local shoe store schedule on a medium-size station. Johnny Gluck will reap customers from his town, but the cigarette manufacturer will find buyers everywhere in the station's coverage area. National adver-



tisers should pay more because they are getting more for their tv time.

And," he adds, "with the one-rate system the rep gets more business and commissions since the traveling time-buyer is knocked out of the picture."

On the other hand, Mr. Hackett, buyer for Robert Hall Clothes, Inc., has found that newspapers with their clean-cut policy on retail and national rates have been successful. "A television station has more reason for



two rates, especially with its large trade area."

If the stations run on a one-rate system, Mr. Hackett feels that there will be too many under-the-table deals. "A single-rate card is no guarantee of honesty. The stations will find that in order to do a comparable amount of business they will need to make package deals—which are just as much trouble as two rates.

"Retail advertising will be forced back to newspaper and radio. The stations will lose the loyal trade of the retailers and will have to contend with the fickleness of the national advertisers who do not have available sales figures on advertising results in each market but rely mainly on charts, surveys, etc., and often pull out quickly."

With the Robert Hall account for seven years, Mr. Hackett followed this company from Frank B. Sawdon, where he worked for five years. He, his wife and son live in Queens, New York.

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

Sales begin long before sales are made, and WRGB is there at the outset in the homes  and on the minds of the people  who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin. Contact your NBC Spot Sales representative.

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

**In Baltimore's
3-Station Market
WMAR-TV
Again
LEADS!***

MORE Total Homes Reached!*
MORE Quarter Hour Firsts, Based on Ratings!*
MORE Quarter Hour Firsts, Based on Total Homes Reached!*

*June-July 1960 Nielsen Complete Eight-Week TV Report

In Maryland
Most People
Watch WMAR-TV
Channel 2



WMAR-TV

NEWSPAPERS TELEVISION • BALTIMORE 1, MD.
Represented Nationally by THE KATZ AGENCY, INC.

COOL-OFF

STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH

GET THE FACTS FROM OUR PERSPIRING REPS

144 TELEVISION, INC.

WREX-TV
CHANNEL 13 ROCKFORD

J. M. BAISCH
Vice Pres. & Gen. Mgr.

Spot (Continued from page 58)

DILL MFG. CO.

(N. W. Ayer & Son, Inc., Philadelphia)

This firm's entry into the spray-starch field, DAPPER, was recently introduced in the Philadelphia area and reportedly is going very well. Plans are being laid for expansion into additional markets with schedules of day and night minutes. Ed Murray is the timebuyer.

DOWNYFLAKE FOODS, INC.

(Smith/Greenland Co., Inc., N. Y.)

Reportedly after a long search for the right "market," this maker of frozen waffles has decided to go after the kids rather than adults. It set strong schedules of minutes—using live personalities and animated lead-ins—on several kid shows on three New York stations. The company has national distribution and the word is that if the initial placements go as well as expected, there will be quick market additions. The spots began running last week and will continue until year-end. Media director Les Towne is the contact.

Agency Changes

One of the largest accounts to announce an agency switch in recent weeks, Campbell Soup Co. named Leo Burnett Co., Inc., Chicago, to succeed Tatham-Laird, Inc., on about \$1.5 million in billings for its Swanson frozen-food products.

Sweet-Orr & Co., clothing maker which bills about \$100,000 in spot tv, moved from Kastor, Hilton, Chesley, Clifford & Atherton, Inc., to Sanders & Lowen, Inc., New York. KHCC&A reportedly plans to solicit a competitive account.

Swanson Cookie Co. dismissed Grant Advertising, Inc., Chicago, as its agency, but had not named a successor at press time. The account bills about \$100,000, most of which has gone into radio.

Houston Chemical Corp., having recently bought the Peak and Norway anti-freeze brands of Commercial Solvents Corp., named Fuller & Smith & Ross to continue as advertising agency on the products. Once large-scale users of tv, the anti-freezes are currently concentrating on other media.

Among new accounts, Tatham-Laird, Inc., was appointed to handle a new product of the Bauer & Black division of Kendall Co.; a new drug item from Warner-Lambert Pharmaceutical Co. was placed at Grey Advertising; B. Kuppenheimer & Co., clothing manufacturer that has not had an agency in more than a decade, named Buchen Co., Chicago, to its account; tv-minded Smith/Greenland Co., Inc., New York, added Noxon, an all-purpose metal polish made by Noxon, Inc., plus a line of canned meats processed by Claridge Foods, Inc.; Daniel F. Sullivan Co., Inc., Boston, will handle a fall campaign including local tv spot for Berkshire Downs race track.



McCann-Erickson, Inc., timebuyer Joe Kilian places for Millbrook bread and other products of National Biscuit Co.

E. I. DU PONT DE NEMOURS & CO., INC.

(N. W. Ayer & Son, Inc., Philadelphia)

While plans were only in formulative stages at press time, there were indications that DU PONT intends to run a fall schedule on its house paints in a group of selected markets. Previous spring placements have been based on about six weeks of minutes, often with weather conditions determining start and stop dates. Jack Coverly-Smith is the timebuyer.

EX-LAX, INC.

(Warwick & Legler, Inc., N.Y.)

As customary at this time of year (and other quarterly periods, too) EX-LAX set 13 weeks of minutes, 20's and ID's in about 50 markets. The schedules start the first of next month. Jim Kearns is the timebuyer.

FORD DEALERS ADV. ASSOCIATION

(J. Walter Thompson Co., Inc., N. Y.)

There were reports of scattered action in various segments of the country as dealers get ready for the new-car introductions. Most of the buying was centered on four-week placements of 20's in prime-time slots, but there are variations

Singers Sponsored

A grant from Hulbert Taft Jr. in the name of Taft Broadcasting Co., Cincinnati, made it possible for the American Opera Auditions Association to send five promising young vocalists to Italy for operatic debuts and instruction. The singers will spend two months in Milan and Florence and will appear in principal roles in *La Bohème*.

Syndication Endorsement

A strong endorsement of weekly program sponsorship and of syndicated programs, as compared with participations or announcements, is offered by Standard Oil of California in answer to inquiries by TV AGE as to the results of their identification with the Ziv program *Sea Hunt*.

Not only does sponsorship of a program "give us more identification" in the opinion of advertising manager M. Anthony Mattes, but the length of sponsorship has a direct bearing on this identification, it has been proved by special surveys conducted for Standard.

"However, identification is only one of the reasons we feel weekly sponsorship of a program benefits us," Mr. Mattes continues. "Others are: 1. Television programming is the only way that Standard can control the climate surrounding our commercial messages. 2. Good programming delivers the largest possible audience to see and hear our messages in an atmosphere more completely capable of holding their undivided attention than the 'catch as catch can' of spot television. (There is no intent to depreciate 'spots' as we supplement with them.) 3. We believe good programming expresses the company's attitude of respect for the public's good taste by serving it well in the field of entertainment."

Referring to Standard's three-year experience with *Sea Hunt* Mr. Mattes refers to the popularity of the show and adds "we have been fortunate" in selecting a good program. Good time slots have not been a problem in most instances and the company makes a constant check on month-by-month trend of strong and weak periods to insure continued high viewing.

according to local needs. Schedules start this week and next in most instances. Six JWT buyers handle the various districts, with Harold Veltman serving as head buyer.

GENERAL FOODS CORP.

(Benton & Bowles, Inc., N.Y.)

Starting off its fall campaign with a heavy spot push, GRAVY TRAIN dog food moves into some 90 markets next month for four weeks of filmed minutes and 20's. Stu Hinkle is the timebuyer.



Media assistant Zetelle Guerra of the Weston Co., Inc., works on the Golden Book and Transogram accounts, among others.

GENERAL FOODS CORP.

(Ogilvy, Benson & Mather, Inc., N.Y.)

For MAXWELL HOUSE regular coffee a fall campaign in about 15 top markets kicks off next month and will run some 26 weeks into late winter. Filmed minutes in night and day slots will run. Peter Berla is the timebuyer.

GROVE LABORATORIES, INC.

(Cohen & Aleshire, Inc., N. Y.)

Fall activity for FOUR-WAY cold tablets was noted, with a dozen markets to start placements of night and day minutes (and some 20's and 10's) early next month. The initial schedules will run about 20 weeks through the colds season. Tv-radio director Beth Black is the buying contact.

KRAFT FOODS CO.

(J. Walter Thompson Co., Chicago)

Returning to a very few southern markets, MIRACLE WHIP mayonnaise continues a test begun last spring (Spot Report April 4). After a five-week hiatus, daytime minutes began running early this month and continue for about eight weeks. An expansion into other markets is dependent on the initial results. Larry Claypool is the buying contact.

LANVIN PARFUMS, INC.

(North Adv., Inc., N. Y.)

Although ARPEGE and MY SIN perfume brands will get considerable network exposure this fall via Jack Paar, Person to Person and a one-hour special, the

THE TOP STATION IN WESTERN NEW ENGLAND

WWLP CHANNEL 22

SPRINGFIELD, MASS

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

PLUS BONUS COVERAGE

WWLP channel 22

BRATTLEBORO, VT.

GREENFIELD, MASS., KEENE, N.H.

* G. P. HOLLINGBERRY HAS DETAILS

WJAR-TV SCORES NEWS BEAT AT NEWPORT JAZZ FESTIVAL

On TV news programs throughout the nation, a startled nation watched the explosive riot at the Newport Jazz Festival last July — thanks to a crack camera crew of WJAR-TV. WJAR-TV filmed this major news event, and supplied NBC, CBS, TELENEWS and other New England stations with film. At the same time, WJAR RADIO fed NBC's "Monitor". Major scoops like this are another reason why the Peabody-Award-winning News Department of WJAR-TV dominates the Providence market!

WJAR-TV CHANNEL 10 • PROVIDENCE





In two appointments, John A. Hicks (l.) was named account executive in the Atlanta office of H-R Representatives, Inc., and Jerry Mulderrig joined the New York sales staff of H-R Television, Inc. Mr. Hicks has been with the Clarke Brown Co. in Atlanta and New Orleans for the past five years. His previous experience includes positions as national sales manager of WETV Macon and as producer-director at KELY-TV San Antonio. Mr. Mulderrig formerly was an account executive with Vernard, Rintoul & McConnell and served as timebuyer with Dancer-Fitzgerald-Sample, Inc., and Lennen & Newell, Inc.

company reports there will be virtually no change in the spot program it's built up over the years. If anything, spot schedules will be increased. Look for prime-time ID's starting next month and in following weeks (date dependent on size of market) and continuing until Christmas. Barbara Sweden is the timebuyer.

LOUIS MILANI FOODS

(Donahue & Coe, Inc., L. A.)

A spot campaign to introduce a new "hour-glass" bottle for this firm's

Agency Expansions

Norman, Craig & Kummel, Inc., New York-based agency that opened its first international office three years ago in Jamaica to serve the Caribbean and Latin American areas, made its second expansion move by acquiring a major interest in the Canadian firm of Burley, Norman, Craig & Kummel, Ltd. An NC&K London operation is expected to be announced by the first of the year and a Continental one soon after.

A Houston office was opened by Ketchum, MacLeod & Grove, Inc., to service the agency's Gulf Oil Corp. account.

Gordon Best Co., Inc., added John H. Pinto, former creative director and head of the New York office of Grant Advertising, Inc., as vice president and chairman of the plans board. Mr. Pinto, who will be based in New York, is expected to head an eastern branch of the Chicago agency.

In the latest of a series of mergers, Grant Advertising, Inc., joined with the Boston agency of Chambers Wiswell, Shattuck, Clifford & McMillan, Inc.

line of 1890 salad dressings reportedly will be launched late this month. Details as to markets and length of the placements were indefinite at press time. James Loughran is the contact.

MORPUL, INC.

(Bennet Advertising, Inc., High Point, N. C.)

First listed here last Feb. 22 as planning a spring campaign in a few southern markets, the maker of MORPUL nylon hosiery is returning this fall with schedules in Boston, Buffalo, Washington and five stations in North Carolina. Two weeks of filmed minutes will run. Tv-radio director Ted Cramer is the contact.

OCEAN SPRAY CRANBERRIES, INC.

(BBDO, New York)

The return of this seasonal advertiser to spot with a multi-market campaign was noted here June 27 as a virtual certainty although plans then were not definite. Latest word is that the market list will be increased over the top 30 areas used in previous campaigns, with flights of daytime minutes and 20's getting under way next month and peaking at the Thanksgiving and Christmas-dinner periods. John Nielan is the timebuyer.

PACQUIN, INC. (Thos. Leeming & Co.)

(Wm. Esty & Co., Inc., N. Y.)

While this advertiser is embarking on a large radio campaign the middle of next month, there will also be tv spot activity in selected top markets for SILK 'N SATIN lotion, BEN-GAY and other products. Jack Fennell is the timebuyer.

PENICK & FORD, R. B. Davis Division

(Croot & Brant, Inc., N.Y.)

In possibly the last of its regular spot schedules to be placed from this agency



Richard A. O'Leary has been named general sales manager of KABC-TV Hollywood. Mr. O'Leary succeeds Elton H. Rule in the post, which became vacant when Mr. Rule was named general manager. Mr. O'Leary was formerly assistant sales manager of the ABC-TV owned-and-operated station.

Going, Going, Gone!

The chant of the tobacco auctioneer, once familiar to millions of radio listeners in a Lucky Strike cigarette campaign, sounded "in person" recently for some 25 New York agency timebuyers and media personnel. The occasion was a visit to the world's largest bright-leaf tobacco market at Wilson, N. C., in a tour through the eastern part of the state—an area served by WITN Washington, N. C.

Station president W. R. Roberson Jr. escorted the group on a once-over of a tobacco-processing plant in Kinston, the country's largest Marine air station at Cherry Point, the deep-sea port of Morehead City and the WITN studios, among other points of interest. After a four-day stay in the market, the guests—who had left New York's Pennsylvania Station in private Pullman cars—were flown home in a chartered plane.

(the product moves to Grant Adv. at year-end), SWEL frosting will run a fall campaign "very much like what we've done in the past," according to a company executive. Look for daytime minutes starting early next month for about eight weeks in home-economics programs. About a dozen top markets are usually used. Dolores LaFalco is the buying contact.

PHILIP MORRIS, INC.

(Leo Burnett Co., Inc., Chicago)

For its new "Commander" king-size PHILIP MORRIS, this tobacco firm

Elisabeth M. Beckjorden

Station, Network and Personal Representative

representing

KELO-TV, Sioux Falls, S. D.
KROC-TV, Rochester, Minn.
KSBW-TV, Salinas, Calif.
KSBY-TV, San Luis Obispo
WIMA-TV, Lima, Ohio
WPBN-TV, Traverse City, Mich.
WTOM-TV, Cheboygan, Mich.

235 East 46th Street, New York 17, N. Y.
PLaza 5-4262

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.



WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.



En route to represent North Dakota in the recent Miss America beauty pageant in Atlantic City, Carol Olson, program hostess, announcer and promotion-department assistant at WDAY-TV Fargo, spent several busy days on Madison Avenue calling on agency timebuyers and discussing promotion plans with Peters, Griffin, Woodward, Inc., which represents the station. Pictured during one of the stops are (l. to r.) Murray Roffis, McCann-Erickson; Pete Watkins, PGW; Allan Jarrett, PGW; Miss Olson; Roger Maris, New York Yankees star and a Fargo boy; Jane Grey Smith, North Dakota pageant director; Ted Van Erk, PGW; Hap Eaton, PGW, and Nick Imbornone, McCann-Erickson.

intends to use heavy spot schedules in 22 major markets initially as supplement to a six-show network schedule. Featured in the films is the machinery and scientific processes that make the brand. Media group supervisor Gus Pfeiffer is the contact.

PILLSBURY CO.
(Leo Burnett Co., Inc., Chicago)

Big things were breaking here at press time, with PILLSBURY reported setting placements of day and night minutes for a variety of products in 200 markets to begin next month and continue for 52 weeks. Additionally,

activity was still on for the cake mixes, as noted here Aug. 8. Timebuyers include Don Carlson, Mary Lou Ruxton, Dick Neice and Tom Covell.

PROCTER & GAMBLE CO.
(Compton Adv., Inc., N.Y.)

As noted here last issue, P&G business on various products is perking at this agency, with the most recent calls for availabilities going out for CRISCO and COMET cleanser. Day and night minutes are sought to run through the P&G contract year. Bob Pape is the Crisco buyer; Joe Burbeck is on Comet.

Film Exhibition

Prize-winning publicity films and television commercials from the seventh International Advertising Film Festival will highlight the fourth annual Industrial Film and Audio-Visual exhibition to be held in New York Oct. 10-13.

Presentation of the award-winning films will be made on Oct. 11 and will be accompanied by a lecture on "Commercial Film Techniques—Here and Abroad" by Hudson Faussett, former producer-director for NBC-TV and a judge at the international festival (which was held in Venice in June).

Also on the agenda that day is a speech by Robert L. Lawrence, president of Robert Lawrence Productions, Inc., titled "What Makes a Selling Commercial?" Other topics to be discussed at the audio-visual exhibition include space photography, closed-circuit tv, educational tv, the potential of 8mm sound motion pictures and single-system film production.

On Oct. 12 the Radio & Television Executives Society will hold a production workshop and luncheon meeting on the subject of educational tv. Sol Cornberg of Sol Cornberg Associates will be chairman. The exhibit, to be held at the Trade Show Building, will also cover the full range of audio-visual aids and accessories.

Home Monopoly

A one-minute monopoly of San Antonio broadcasting was enjoyed by the Home Builders Association of that city at exactly 5:59 p.m. on Friday, Sept. 2.

A 60-second simultaneous radio broadcast and telecast on the four tv stations and 13 radio outlets serving the south Texas market was planned by the Bernard M. Brooks agency to announce the grand opening of the annual "Parade of Homes."

Hard work and diplomacy solved the problem of existing commitments on the 17 stations so that, at exactly 6 p.m., when the gates of the five participating building sites swung open, all the listeners and watchers in town would be listening to and watching them.

It was estimated that nearly three-quarters of a million people attended the grand opening via television and radio.

QUAKER OATS CO.

(John W. Shaw Adv., Inc., Chicago)

The middle of this month sees schedules begin for AUNT JEMIMA Corn Meal Mix in about 10 markets throughout the southeastern states of Carolina, Georgia, Tennessee, etc. New filmed minutes and 20's run in daytime slots for 10 weeks to the Christmas season, then will be off the air for a short time before returning after the first of the year for another 10 weeks. Marilyn McDermott is the timebuyer.

Agency Appointments

Edward H. Mahoney was named manager of the tv-radio department at Fuller & Smith & Ross, Inc., and will be responsible for broadcast development of all clients other than major network tv clients. The latter will be handled by tv-radio senior vice president A. E. Duram. Mr. Mahoney previously was vice president for tv and radio at Cunningham & Walsh, Inc., and vice president, commercial production, at Benton & Bowles, Inc. The duties of F&S&R's Peter Cardozo have been expanded, with the vice president serving as creative director of both copy and production for tv and radio.

At DCS&S, New York, Charles D. Hyman and Jane Haerley of the agency's tv department were named assistant producers.

RONZONI MACARONI CO., INC.

(Mogul Williams & Saylor, Inc., N.Y.)

Following through with its use of syndicated shows as it's done for the past few years, RONZONI is sticking with *The Phil Silvers Show* this fall on WNBC-TV New York and WNBC-TV New Haven. Additionally, it's a co-sponsor on WNBC-TV's *Children's Theatre*. Joyce Peters is the timebuyer.

SCOTT CHEMICAL CO.

(Irving J. Rosenbloom & Associates, Inc., Chicago)

A new cold-water soap, WOOL SUDS, was noted here May 30 as testing

in Chicago. Using new animated and live-action films, the product began a test in Grand Rapids last month and plans a second drive in Chicago within a few weeks. Minutes, 20's and ID's in day and night slots are set for 13 weeks, with a number of markets across the country to be added if the tests are successful. Account executive Dave Elias is the contact.

SCOTT PAPER CO.

(J. Walter Thompson Co., N. Y.)

Selected top markets began schedules of nighttime ID's early this month on SCOTTISSUES, with the placements set for about eight-week runs. Joan Shelt is the timebuyer.

(Continued on page 68)

A BILLION DOLLARS ON A SILVER PLATTER

That's Montgomery and Central-South Alabama... where a million people have a billion dollars to spend. And you can reach this market with just one buy, since WSFA-TV covers the area like no one else.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc. The Broadcasting Co. of the South WIS-TV Columbia, South Carolina

ARB City-by-City Ratings June 1960

ATTENTION TIMEBUYERS:

KTRE-TV, Lufkin, Texas has one of the highest ARB share of audience in the U. S.

93.4

sign-on to sign-off Sunday through Saturday (ARB, MARCH 1960)

KTRE-TV is recognized by national advertisers as a necessary network buy.

KTRE-TV has a full network lineup with the best of NBC, CBS and ABC.

Ask today for availabilities around these top rated shows.

Call Venard, Rintoul & McConnell, Inc., national representatives.

KTRE-TV

Lufkin, Texas

Channel 9



RICHMAN LEWIN

Vice President & General Manager

CHICAGO

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) WWSQ Sun. 9:30	20.8
2. Trackdown (CBS) WWSM-TV Sat. 9:30	20.7
3. Mike Hammer (MCA) WGSN-TV Thu. 9:30	17.3
4. Buckleberry Hound (Screen Gems) WGS-TV Wed. 7:30	15.0
5. This Man Dawson (Ziv-UA) WGS-TV Fri. 9:30	8.9
6. Whirlbirds (CBS) WGSN-TV Thu. 9	8.6
7. Quick Draw McGraw (Screen Gems) WGS-TV Thu. 9	8.1
8. Highway Patrol* (Ziv-UA) WGSN-TV Thu. 10	8.0
9. Death Valley Days (U.S. Boraz) WGS-TV Thu. 8:30	7.7
10. Grand Jury (NTA) WWSQ Thu. 9:30	7.1
11. Adventures of Jim Bowie* (ABC) WWSQ Thu. 9:30	6.2
12. Wild Bill Hickok* (Screen Gems) WGS-TV Mon. 8	6.2
13. William Tell (NTA) WGSN-TV Wed. 8	6.1
14. Play of the Week (NTA) WGSN-TV Sun. 8	6.1
15. Woody Woodpecker (Burnett) WGSN-TV Thu. 8	5.8

TOP FEATURE FILMS

1. Best of CBS WWSM-TV Sat. 10-11 mid.	20.5
2. Late Show* WWSM-TV Fri. 10:15-12:30 a.m.	14.2
3. Late Show WWSM-TV Sun. 10:15-12:15 a.m.	13.2
4. MovieTime: USA WWSM Mon. 10-11:30	10.7
5. Late Show WWSM-TV Thu. 10:15-12:15 a.m.	10.3

TOP NETWORK SHOWS

1. Gunsmoke WWSM-TV	32.7
2. Garry Moore WWSM-TV	30.5
3. Summer on Ice* WWSQ-TV	26.9
4. Red Skelton WWSM-TV	25.9
5. What's My Line WWSM-TV	24.9
6. Wagon Train WWSQ	24.8
7. Have Gun, Will Travel WWSM-TV	24.2
8. Volk's Dancing Party WWSK-TV	23.6
9. U.S. Steel Hour* WWSM-TV	23.5
10. The Untouchables WWSK-TV	23.2

PHILADELPHIA

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Mike Hammer (MCA) WQAD-TV Sat. 10:30	25.4
2. Grand Jury* (NTA) WROU-TV Thu. 10:30	20.2
3. Annabell (ITC) WFIL-TV Sun. 9	19.9
4. Rescue 8 (Screen Gems) WRCV-TV Wed. 7	15.5
5. This Man Dawson (Ziv-UA) WROU-TV Sun. 10:30	15.2
6. Death Valley Days (U.S. Boraz) WROU-TV Mon. 7	14.2
7. Lark Up (Ziv-UA) WRCV-TV Tue. 7	14.1
8. Sea Hunt (Ziv-UA) WQAD-TV Sat. 7	13.2
9. Johnny Midnight (MCA) WROU-TV Thu. 10:30	12.0
10. Papers* (UAA) WFIL-TV Mon. 6	12.3
11. Buckleberry Hound (Screen Gems) WQAD-TV Thu. 7:30	10.4
12. Tombstone Territory (Ziv-UA) WFIL-TV Sat. 10:30	9.2
13. Shotgun Slade (MCA) WRCV-TV Fri. 7	8.7
14. Sheriff of Cochise (NTA) WQAD-TV Sat. 6:30	8.6
15. How to Marry a Millionaire (NTA) WFIL-TV Sat. 6:30	8.1

TOP FEATURE FILMS

1. Early Show WQAD-TV Wed. 5:30-7	10.2
2. Early Show WQAD-TV Tue. 5:30-7	10.1
3. Early Show WQAD-TV Mon. 5:30-7	9.1
4. Late Show* WQAD-TV Fri. 11:15-12:45	9.2
5. Early Show WQAD-TV Thurs. 5:30-7	8.6

TOP NETWORK SHOWS

1. Gunsmoke WQAD-TV	38.4
2. The Untouchables WFIL-TV	34.9
3. 77 Sunset Strip WFIL-TV	32.6
4. Real McCoys WFIL-TV	32.3
5. Wagon Train WROU-TV	32.1
6. Summer on Ice* WROU-TV	30.8
7. The Detectives WFIL-TV	30.6
8. Red Skelton WQAD-TV	29.8
9. Hawaiian Eye WFIL-TV	29.6
10. Volk's Dancing Party WFIL-TV	29.6
11. Jerry Moon WQAD-TV	28.2

DETROIT

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) WJBR-TV Sat. 10:30	20.8
2. Shotgun Slade (MCA) WWSJ-TV Thu. 10:30	17.8
3. Buckleberry Hound (Screen Gems) OKLV-TV Thu. 7	14.0
4. Divorce Court (KTTV) WJBR-TV Tue. 7	13.5
5. The Honeycombers (CBS) WWSJ-TV Sat. 6:30	12.2
6. Not for Hire (CNP) WWSJ-TV Sun. 10:30	12.0
7. Death Valley Days (U. S. Boraz) WWSJ-TV Fri. 7	11.9
8. Rescue 8 (Screen Gems) WWSJ-TV Sun. 6:30	10.3
9. Science Fiction Theatre (Ziv-UA) OKLV-TV Sun. 5:30	8.8
10. Manhunt* (Screen Gems) WJBR-TV Fri. 10:30	8.1
11. This Is Alice* (NTA) OKLV-TV Thu. 6:30	8.0
12. U. S. Marshal (NTA) WWSJ-TV Tue. 10:30	8.0
13. Border Patrol (CBS) WWSJ-TV Wed. 7	8.0
14. Snoo the Clown (Jayak) WWSJ-TV Sat. 9 a.m.	8.7

TOP FEATURE FILMS

1. Million Dollar Movie OKLV-TV Sun. 3:30-5:30	10.2
2. Bill Kennedy Showtime OKLV-TV Sun. 1-3:30	8.5
3. Million Dollar Movie OKLV-TV Mon. 7-8:30	8.2
4. Million Dollar Movie OKLV-TV Thu. 7:30-9	7.3
5. Five Star Feature WJBR-TV Wed. 7-8:30	7.0

TOP NETWORK SHOWS

1. 77 Sunset Strip WWSJ-TV	30.2
2. Gunsmoke WJBR-TV	29.8
3. Summer on Ice* WWSJ-TV	29.1
4. Perry Como* WWSJ-TV	28.9
5. Untouchables WWSJ-TV	28.4
6. Red Skelton WJBR-TV	28.4
7. Wagon Train WWSJ-TV	28.2
8. Real McCoys WWSJ-TV	24.1
9. Adventures in Paradise WWSJ-TV	22.9
10. U. S. Steel Hour* WJBR-TV	22.9

SAN FRANCISCO

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) KRON-TV Thu. 7	21.2
2. San Francisco Beat (CBS) KPX Sat. 7	10.6
3. Divorce Court (KTTV) KRON-TV Sat. 6	17.4
4. Death Valley Days (U. S. Boraz) KPX-TV Sat. 10:30	17.3
5. Manhunt (Screen Gems) KRON-TV Thu. 6:30	16.4
6. Tombstone Territory (Ziv-UA) KOO-TV Mon. 7	14.0
7. Trackdown (CBS) KOO-TV Fri. 7	12.1
8. Not for Hire (CNP) KOO-TV Wed. 10	11.9
9. Lark-Up (Ziv-UA) KRON-TV Thu. 7	11.5
10. The Honeycombers (CBS) KRON-TV Mon. 6:30	11.2
11. Rescue in Action* (Coronet) KRON-TV Mon. 7	11.0
12. Rescue 8 (Screen Gems) KRON-TV Wed. 6:30	10.2
13. The Californians (CNP) KRON-TV Wed. 7	10.1
14. You Asked For It (Crosley/Brown) KTVU Thu. 7	9.7
15. Quick Draw McGraw (Screen Gems) KTVU Thu. 6:30	9.1

TOP FEATURE FILMS

1. Fabulous Features KOO-TV Sun. 5:30-7	8.0
2. Movie Hits KRON-TV Sat. 11:15-12:30 a.m.	8.0
3. Movie Time KRON-TV Sun. 5:30-7	7.8
4. Early Show KPX-TV Wed. 5:30-7	7.0
5. Best of MGM KOO-TV Sat. 10:30-12:30 a.m.	6.2

TOP NETWORK SHOWS

1. Wagon Train KRON-TV	26.9
2. 77 Sunset Strip KOO-TV	24.5
3. Perry Mason KPX-TV	23.8
4. Gunsmoke KPX-TV	23.4
5. Have Gun, Will Travel KPX-TV	21.3
6. Father Knows Best KPX-TV	20.6
7. Summer on Ice* KRON-TV	20.2
8. Red Skelton KPX-TV	17.2
9. Cheyenne KOO-TV	16.5
10. Hawaiian Eye KOO-TV	16.0

ARB City-by-City Ratings June 1960

LOS ANGELES

7-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Not For Hire (CNP) KABC-TV Wed. 10	14.3
2. Lock Up (Ziv-UA) KABC-TV Sat. 7	12.5
3. Manhunt (Screen Gems) KBCA Mon. 7	11.7
3. Death Valley Days (U.S. Borax) KBCA Thu. 7	11.7
4. Sea Hunt (Ziv-UA) KBCA Fri. 10:30	11.1
5. Play of the Week (NTA) KOOP Thu. 8	10.9
5. Rescue 8 (Screen Gems) KBCA Tue. 7	10.9
6. Mike Hammer (MCA) KBCA Tue. 10:30	8.9
7. Huckleberry Hound (Screen Gems) KTTV Tue. 7	8.1
7. The Vikings (Ziv-UA) KABC-TV Sun. 6:30	8.1
8. Four Just Men (ITC) KBCA Wed. 7	8.0
9. Star Performance* (Official) KABC-TV Thu. 10:30	7.9
9. Huckleberry Hound* (Screen Gems) KTTV Sun. 5:30	7.9
10. Search For Adventure (Banner) KCOF-TV Mon. 7:30	7.8
11. Tombstone Territory (Ziv-UA) KABC-TV Fri. 7	7.2

TOP FEATURE FILMS

1. Fabulous '52 KNXT Sat. 10:30-12:30 a.m.	31.3
2. Early Show KNXT Tue. 5:30-7	6.9
3. Early Show KNXT Wed. 5:30-7	6.3
4. Late Show KNXT Fri. 11:15-1 a.m.	5.0
5. Early Show KNXT Mon. 5:30-7	4.8

TOP NETWORK SHOWS

1. Gunsmoke KNXT	46.4
2. Wagon Train KBCA	24.1
3. Have Gun, Will Travel KNXT	23.5
4. Perry Mason KNXT	20.5
4. 77 Sunset Strip KABC-TV	20.5
5. GE Theatre KNXT	20.4
6. Summer on Ice* KBCA	20.0
7. Alfred Hitchcock KNXT	27.9
8. Ed Sullivan KNXT	27.1
9. Father Knows Best KNXT	26.0

SEATTLE-TACOMA

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Bold Journey (Banner) KOMO-TV Wed. 9	20.9
2. Death Valley Days (U. S. Borax) KING-TV Sun. 9:30	10.6
3. Sea Hunt (Ziv-UA) KING-TV Sat. 9:30	17.8
4. Sweet Success* (ITC) KING-TV Thu. 10	17.6
5. Huckleberry Hound* (Screen Gems) KING-TV Fri. 7	17.3
6. Mike Hammer (MCA) KING-TV Fri. 10	17.0
7. This Man Dawson (Ziv-UA) KING-TV Sat. 10:30	16.9
7. Seven League Boots* (Screen Gems) KOMO-TV Wed. 9:30	16.3
8. Rescue 8 (Screen Gems) KING-TV Thu. 10	15.8
9. Manhunt (Screen Gems) KING-TV Tue. 9:30	15.7
10. Divorce Court (KTTV) KING-TV Sun. 10:30	15.3
11. Award Theatre (Screen Gems) KING-TV Fri. 9:30	14.6
12. Championship Bowling (Schwimmer) KOMO-TV Sat. 9:30	14.4
13. Lock-Up (Ziv-UA) KOMO-TV Sun. 10	14.3
14. Coronado 9 (MCA) KING-TV Sat. 9:30	14.1

TOP FEATURE FILMS

1. Major Studio Preview* KOMO-TV Sat. 10:30-12:15 a.m.	10.4
2. Big Y Movie KING-TV Sat. 10:30-12 mid.	9.5
3. Masterpiece Theatre KING-TV Fri. 10:30-12 mid.	7.3
4. Fourmost Movies KOMO-TV Thu. 10:30-12:15 a.m.	5.1
4. Fourmost Movies KOMO-TV Mon. 10:30-12:15 a.m.	5.1

TOP NETWORK SHOWS

1. 77 Sunset Strip KOMO-TV	41.8
2. The Detectives KOMO-TV	36.4
3. Adventures in Paradise KOMO-TV	36.1
4. Hawaiian Eye KOMO-TV	34.4
5. The Untouchables KOMO-TV	33.5
6. Real McCoys KOMO-TV	33.3
7. Wagon Train KING-TV	33.3
8. Gunsmoke KING-TV	30.6
9. Bourbon Street Beat KOMO-TV	29.4
10. Chapsans KOMO-TV	28.9

MADISON

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Shotgun Blade (MCA) WISQ-TV Sat. 9:30	20.8
2. Mike Hammer (MCA) WKOW-TV Fri. 9:30	18.0
3. Manhunt (Screen Gems) WKOW-TV Mon. 9:30	16.4
4. Grand Jury (NTA) WKOW-TV Thu. 9:30	15.4
5. Tugboat Annie (ITC) WISQ-TV Thu. 5:30	14.8
6. Lock Up (Ziv-UA) WISQ-TV Sat. 8	14.5
7. Quick Draw McGraw (Screen Gems) WISQ-TV Mon. 5:30	13.9
7. Huckleberry Hound (Screen Gems) WISQ-TV Fri. 5:30	13.8
7. Sea Hunt (Ziv-UA) WISQ-TV Sun. 8	13.9
8. Cannonball (ITC) WKOW-TV Sun. 5:30	12.1
9. Three Stooges (Screen Gems) WISQ-TV M-F 3	11.9
10. Highway Patrol (Ziv-UA) WMTV Tue. 9:30	10.8
11. All Star Theatre (Screen Gems) WMTV Sun. 9:30	10.5
12. Woody Woodpecker (Burnett) WISQ-TV Wed. 5:30	8.7
13. U. S. Marshal (NTA) WKOW-TV Sat. 7:30	8.5

TOP FEATURE FILMS

1. Profane WKOW-TV Sat. 9:30-11:30	13.9
2. Theatre 3 WISQ-TV Fri. 10:30-12 mid.	7.7
2. Theatre 3 WISQ-TV Sun. 10:30-12 mid.	6.8
4. Theatre 3 WISQ-TV Mon. 10:30-11:45	5.8
5. Sunday Matinee* WMTV Sun. 2-4:00	4.6

TOP NETWORK SHOWS

1. Gunsmoke WISQ-TV	41.8
2. Garry Moore WISQ-TV	37.2
3. Red Shelton WISQ-TV	36.9
4. U.S. Steel Hour* WISQ-TV	34.9
5. Walk's Dancing Party WKOW-TV	29.2
6. I've Got a Secret* WISQ-TV	26.5
7. Danny Thomas WISQ-TV	26.8
7. The Real McCoys WKOW-TV	26.1
9. Perry Mason WISQ-TV	25.8
10. Summer on Ice* WMTV	24.0

WASHINGTON

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Death Valley Days (U. S. Borax) WRO-TV Mon. 7	11.9
2. Four Just Men (ITC) WRO-TV Thu. 10:30	11.5
3. Science Fiction Theatre (Ziv-UA) WMAL-TV Sun. 6	10.4
4. Sea Hunt (Ziv-UA) WTOP-TV Sat. 7	10.1
5. Silent Service (CNP) WMAL-TV Sun. 7	10.0
6. Grand Jury (NTA) WRO-TV Sun. 10:30	8.8
7. Woody Woodpecker (Burnett) WTTQ-TV Wed. 7	7.9
8. Huckleberry Hound (Screen Gems) WTTQ-TV Thu. 7	7.8
9. Johnny Midnight (MCA) WRO-TV Thu. 10:30	7.8
9. Trackdown (CBS) WMAL-TV Sun. 6:30	7.8
10. Fall Saviors (CBS) WRO-TV Fri. 7	7.8
10. Little Rascals (Interstate) WMAL-TV Fri. 6	7.5
11. Shotgun Blade (MCA) WTOP-TV Sat. 7	7.3
11. Crusader* (MCA) WTOP-TV Sun. 4:30	7.3
12. Quick Draw McGraw (Screen Gems) WTTQ-TV Mon. 7	7.2

TOP FEATURE FILMS

1. 10:30 Theatre WTOP-TV Sat. 10:30-12:30 a.m.	10.7
2. Late Show* WTOP-TV Fri. 11:15-1:00 a.m.	9.5
3. Late Show WTOP-TV Sun. 11:15-12:45 a.m.	6.7
4. Playhouse 5 WTTQ Sat. 10:30-12 mid.	6.2
5. Saturday Night Movie WMAL-TV Sat. 11-12:45 a.m.	6.0

TOP NETWORK SHOWS

1. Gunsmoke WTOP-TV	37.1
2. 77 Sunset Strip WMAL-TV	33.3
3. Perry Mason WTOP-TV	31.4
4. Wagon Train WRO-TV	30.6
5. Red Shelton WTOP-TV	30.2
6. The Detectives WMAL-TV	27.0
7. Alfred Hitchcock WTOP-TV	26.6
8. Garry Moore WTOP-TV	25.1
9. Hawaiian Eye WMAL-TV	25.2
10. Perry Como* WRO-TV	24.2

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CHATTANOOGA



Arch Clark West has been elected vice president for marketing of the Frito Co., it has been announced by John D. Williamson, president of the Dallas company. Mr. West comes to the firm from Lever Bros., where he was marketing director of the food division. Previous experience in food sales and marketing was gained by Mr. West at Young & Rubicam, where he worked on the General Foods account; at Comstock Foods, Inc., which he served as national sales and advertising director, and at Standard Brands, Inc., in both sales and marketing positions.

Spot (Continued from page 65)

SPERRY & HUTCHINSON CORP.

(SSC&B, New York)

Scattered markets reportedly received

brief flurries of night minutes last week in an S&H Green Stamp promotion, but past placements indicate little pattern to the firm's scheduling. Campaigns are set according to individual market needs and local requests. Bill Ferguson is the timebuyer.

A. STEIN & CO.

(Cruttenden Adv., Chicago)

At issue date this maker of PERMA-LIFT and MAGICOOL underthings kicks off an eight-week campaign in 55 top national markets, using new Sarra-produced filmed minutes. (As reported here March 7 and June 13, tests provided excellent results for the company—which could benefit further this fall from the withdrawal of some competing firms from tv, with rumor having it that they had difficulty producing commercials that were not in conflict with code regulations.) George Stern is the contact.

STUDEBAKER DEALERS ADV. ASSOCIATION

(D'Arcy Adv. Co., Inc., N.Y.)

Having entered spot last spring with a multi-market syndicated program buy for a brief run, this organization and the Studebaker-Packard Corp. will kick off a full-scale drive in January for 26 weeks. National rights to a Filmways-produced show, *Wilbur and Mr. Ed*—a half-hour situation comedy starring Alan Young—have been set, with the series possibly to be placed in as many as 120 markets. Account executive Steve Mudge and timebuyer Bob Lazetera are the contacts.

TAYLOR-REED CORP.

(Hicks & Greist, Inc., N.Y.)

In addition to numerous COCOA-MARSH schedules running in top-market kid



Final papers have just been signed completing the purchase of WKOW-TV-AM Madison, Wis., by Midcontinent Broadcasting from Monona Broadcasting Co. WKOW-TV, channel 27, is an ABC affiliate. Tony Moe, executive vice president of Midcontinent, will be in charge of the Madison stations, and Ben Hovel, who has been with the outlets for six years, will continue as general sales manager. The stations are represented by Headley-Reed. Shown (l. to r.) are Mr. Hovel; Larry Bentson, president of Midcontinent; Stewart Watson, president of Monona, and Mr. Moe. Other stations in the Midcontinent group include KELO-TV-AM Sioux Falls, WL01-AM-FM Minneapolis and KSO-AM Des Moines.



John N. Calley, director of new-program development at Ted Bates & Co., Inc., has been elected a vice president of the agency. He joined Bates in 1958 and was appointed an assistant vice president last year. Prior to his Bates association Mr. Calley was head of the New York office of Henry Jaffe Enterprises, following an eight-year connection with NBC in various assignments, among them those of general programming executive and manager of program sales.

shows, this firm's Q-T frostings will hit selected major areas late next month with a four-week placement of day and night minutes. Mort Reiner is the timebuyer.

TEXACO, INC.

(Cunningham & Walsh, Inc., N. Y.)

For a premium offer similar to the one last year in which TEXACO promoted a tank-truck through its stations, the company will use minutes in children's programs in about 30 markets. The schedules will start next month and run four weeks, with the premium offer being a fully miniature filling station. Bill Santoni is the timebuyer.

Buyers' Check List—

New Representatives

KVIQ-TV Eureka, Calif., has appointed George P. Hollingsbery Co. as national sales representative, effective immediately.

Station Changes

KS00-TV Sioux Falls has become a secondary affiliate of ABC-TV. The new channel 13 outlet continues as an NBC-TV primary.

KVAR-TV Phoenix, channel 12, is now operating at full power—316 kw—on a test basis and expects to be operational in a matter of weeks with that increase. Station's current power is 33 kw.

WT0C-TV Savannah, channel 11, has gone to full video power—316 kw. Station previously operated with a power of 207.5 kw.

Network Rate Increases

ABC-TV:

WJRT Flint, from \$800 to \$1,000, Sept. 1.

VENUS PEN & PENCIL CORP.

(Doyle Dane Bernbach, Inc., N.Y.)

This maker of PARADISE coloring kits has been a steady user of spot, primarily in kid shows, each spring and pre-Christmas season for the past several years and has consistently increased its market list. The fall campaign will cover about 22 areas, but only a few top markets are bought through the agency—the others are handled by local jobbers. Both live and film minutes on the color-pencil sets and a new toy item, BALLOONOSE, will run for six-eight weeks and longer. Nate Rind is the timebuyer.

WARNER-LAMBERT PHARMACEUTICAL CO.

(Lambert & Feasley, Inc., N.Y.)

Moving in again as is customary at the start of the colds season, LISTERINE kicks off placements of nighttime minutes and 20's in a large group of top markets early next month. The schedules will run six weeks. Frank Sweeney is the timebuyer.

WOOLITE, INC.

(Daniel & Charles, Inc., N. Y.)

Having dispensed with a much-publicized series of "off-beat" print ads, WOOLITE embarked last week on a spot tv campaign that represents its first major step into the medium. An unusual "waterfall" film runs for 10 weeks in about 14 top markets in strong frequencies, primarily daytime. Isabel Stannard is the buying contact.



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What the men who select stations say they want to know about TV markets, stations and programs.

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in the
4 station
Detroit
market

WJBK-TV

A Storer Station



ARB says:

FIRST

First in overall share-of-audience every ARB book since November, 1959, Channel 2 has led the audience race in Detroit, month after month, with leads ranging up to 22% greater share than the No. 2 station 9 a.m. to sign-off, Sunday thru Saturday. (May, 1960)

NIelsen says:

FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in share-of-audience for four out of the six three-hour periods for May-June, 1960, with 50% more total rating points than the No. 2 station in June . . . First in ALL SIX three-hour periods in July, and also First in 31 out of 38 quarter-hour periods, Monday thru Friday, 7:30 a.m. to 5 p.m. in July.

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

Beech-Nut (Continued from 41)

has used a campaign for its baby foods based on a fantasy world titled "Beech-Nut Babyland." The television commercials combine animation with live action and concentrate on the purity and healthfulness of the foods. With nearly 90 different products now on the market and many new ones planned for the near future, Beech-Nut will continue to use the present format which has successfully sold the brand name in the past and makes smoother the integration of new products into the line.

Flop Into Hit

A leader in packaging and merchandising since its earliest days, Life Savers was one of the first great successes of modern packaging. The simple expedient of changing a cardboard roll package to a foil wrapper which conserved the flavor of the candy took it from failure to success in a year.

Life Savers is credited as well with the prototype of the modern display carton and with the idea of placing a display next to the cash register and telling the clerks to make sure each customer gets a nickel in his change.

Difficulties with candy retailers who had been stuck with large shipments of stale Life Savers in their cardboard rolls led the company to try other outlets of distribution—saloons and cigar stores, drugstores and barber shops. Thus, the beginnings of the almost perfect distribution system which has made Life Savers ubiquitous.

Promotion has always been another major concern of Life Savers. Everything from girls in costume passing out samples to delivery trucks shaped like a Life Savers package has been used to build the product image and lay the groundwork for impulse buying.

Slow Diversification

It was this sort of creative and aggressive selling that Life Savers brought to Beech-Nut in 1956. Beech-Nut Packing Co., as the company was known, began as a producer of cured and smoked hams and bacon.

Gradual diversification into baby food and chewing gum enabled the company to survive the meat shortages of World War II and permitted it to abandon the meat products when developments in refrigerated shipping and changing consumer buying patterns after the war made them unprofitable. Baby food has been part of the Beech-Nut line since 1931, coffee since 1924.

Now firmly merged into a single modern company blessed with an immaculate financial position, Beech-Nut Life Savers, Inc., has every reason to anticipate a solid rate of growth. Fifty-two-weeks-a-year advertising on television carefully directed to reach the maximum number of consumers of each product (mothers for baby food; everybody for chewing gum) keeps the Beech-Nut name steadily in the public eye. The tremendous success of Spearmint gum has led the company more and more heavily into the medium.

"Let's face it," says Jim Parker, "it's the medium where you can really push. How can you beat it?"

Adds Don Shearer, "Our money will stay importantly in television."

Promotion-

Publicity

Manager

Looking for Position with a FUTURE

Young, experienced executive presently employed by first station in one of top 25 markets seeking new connection offering opportunity for advancement.

Write Box 484

Television Age

In Roanoke in '60 the Selling Signal is SEVEN...

Wig-wagging will get you nowhere, but your selling message on WDBJ-TV will go into over 400,000 homes in Virginia, N. Carolina and W. Va. . . . a rich and growing Television Market of nearly 2,000,000 people.

You can sell like sixty on seven. In Roanoke, seven is WDBJ-TV . . . best in sight, day or night, for higher ratings at lower cost. Your only station in this area offering CBS network shows — plus superior local programming, plus hard-hitting merchandising assistance.

**ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES**

WDBJ-TV

Roanoke, Virginia



Status (Continued from page 44)

count executives, who deal equally with air and print media, overwhelmingly have recognized the inequity in forcing timebuyers to rely heavily on ratings in making buying decisions, while print buyers are permitted to be substantially guided by numerous considerations other than circulation, such as editorial content, type of readership, etc. However, to determine which of the multitude of broadcasters have earned their supremacy in the ratings requires ultimate skill.

The percentages of responses for the question were: media directors—80 per cent no (that is, timebuyers should not be forced to buy on ratings alone), 20 per cent yes; account executives—80 per cent no, 10 per cent yes, 10 per cent no opinion; client executives—60 per cent no, 20 per cent yes, 20 per cent no answer.

A timebuyer in a medium-sized agency exclaimed, "Ratings are the curse of the industry!"

More temperate but in substantial agreement was the remark of a well-known media director who said, "There should be more stress on intangible values in buying."

A knowledgeable buyer in a smaller shop adds, "Creativity is the key word, especially in limited-budget buying. A more thorough knowledge of markets and local programming could be a great help."

4. *Do you agree that timebuyers' opinions would be more respected if they were more highly paid?*

This question drew a mixed response. Fifty per cent of the media directors balloted "yes," as did 70 per cent of the timebuyers, 30 per cent of the account executives, and 10 per cent of the client executives.

A media supervisor at a large agency threw the ball right into the timebuyer's lap: "They have to earn both respect and salary."

**LET US BE YOUR
NEW YORK OFFICE**
24-hour, 7 days a week, service
specializing in tv and radio industry.
PLAZA 9-3400
Telephone Message Service
222 E. 54th St., New York City

Coverage (Continued from page 33)

Today the television profile is approximately the same as the population profile. By percentages, the largest metropolitan areas account for 39 per cent of the population and 37 per cent of the television homes. Smaller urban areas account for 29 per cent of the population and 28 per cent of the television homes, while smallest urban and country areas account for 32 per cent of the population and 35 per cent of the tv homes.

Size of families with television has also changed, with families of five or more persons now accounting for 23 per cent of the tv homes, as compared with 32 per cent 10 years ago. Families of three or four persons account for 39 per cent, as compared with 52 per cent, while homes with no more than two persons account for 38 per cent, as compared with 16 per cent.

Weekly hours of viewing in television homes is near the peak. In 1950 total hours per television home was estimated by A. C. Nielsen at 32.2, while in 1960 the comparable figure is 41.9. High point was reached in 1958 when total viewing was estimated at 42.7 hours. Average network audiences have gained every year, with 1950 showing a total of 1,168,000 homes for the average network show. In 1960 this figure had risen to 9,879,000 homes for the average program.

Tv vs Metro (Continued from 33)

Milwaukee: WISN-TV, WITI-TV,

	WTMJ-TV, WXIX
Met area	1,186,875 956,948 24.0%
Tv area	1,867,200 49,280 3,709%

Minneapolis-St. Paul: KMSP-TV,

	KSTP-TV, WCCO-TV, WTCN-TV
Met area	1,477,080 1,151,053 28.3%
Tv area	2,103,680 208,080 910%

Mobile: WALA-TV, WEAR-TV,

	WKRG-TV ¹⁴
Met area	312,986 231,105 35.4%
Tv area	681,520 No station in 1950

¹⁴ Tv area includes Mobile and Pensacola metropolitan areas.

Monroe, La.: KNOE-TV, KTVE

Met area*	102,889 74,731 25.6%
Tv area	429,760 No station in 1950

Montgomery, Ala.: WCOV-TV,

	WSFA-TV
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Met area	168,525 138,965 21.3%
Tv area	460,480 No station in 1950

Muncie, Ind.: WLBC-TV

Met area	110,230 90,252 22.1%
Tv area†	56,640 No station in 1950

Nashville: WLAC-TV, WSIX-TV,

WSM-TV

Met area	391,968 321,758 21.8%
Tv area	1,124,160 27,200 4,032%

New Britain, Conn.: WHCT,

WHNB-TV, WNHC-TV, WTIC-TV¹⁵

Met area	128,467 104,251 23.2%
Tv area	2,344,000 212,800 1,001%

¹⁵ Tv area includes Hartford, New Haven and New Britain metropolitan areas.

New Haven: WHCT, WHNB-TV,

WNHC-TV, WTIC-TV¹⁶

Met area	308,654 269,714 14.4%
Tv area	2,344,000 212,800 1,001%

¹⁶ Tv area includes Hartford, New Britain and New Haven metropolitan areas.

New Orleans: WDSU-TV, WVUE,

WWL-TV

Met area	860,205 685,405 25.5%
Tv area	1,242,240 45,760 2,612%

New York: WABC-TV, WCBS-TV,

WNBC-TV, WNEW-TV, WNTA-TV,

WOR-TV, WPIX¹⁷

Met area	10,545,300 9,555,943 10.4%
Tv area	15,000,000 3,248,000 361%

¹⁷ Tv area includes New York and Newark metropolitan areas.

Newark: WABC-TV, WCBS-TV,

WNBC-TV, WNEW-TV, WNTA-TV,

WOR-TV, WPIX¹⁸

Met area	1,675,817 1,468,458 14.1%
Tv area	15,000,000 3,248,000 361%

¹⁸ Tv area includes New York and Newark metropolitan areas.

Newport News-Hampton:

WAVY-TV, WTAR-TV, WVEC-TV¹⁹

Met area	222,984 154,977 43.9%
Tv area	906,880 25,280 3,487%

¹⁹ Tv area includes Newport News-Hampton and Norfolk-Portsmouth metropolitan areas.

Norfolk-Portsmouth: WAVY-TV,

WTAR-TV, WVEC-TV²⁰

Met area	537,618 446,200 20.5%
Tv area	906,880 25,280 3,487%

²⁰ Tv area includes Newport News-Hampton and Norfolk-Portsmouth metropolitan areas.

Odessa, Tex.: KMID-TV, KOSA-TV²¹

Met area*	90,298 42,102 114.4%
Tv area	261,120 No station in 1950

²¹ Tv area includes Midland and Odessa metropolitan areas.

Ogden: KCPX-TV, KLOR-TV, KSL-TV,

KUTV²²

Met area	110,762 83,319 32.9%
Tv area	736,000 31,260 2,254%

²² Tv area includes Ogden, Provo and Salt Lake City metropolitan areas.

Oklahoma City: KOCO-TV, KWTU,

WKY-TV			
Met area	502,707	392,439	28.1%
Tv area	968,020	51,200	1,778%

Omaha: KETV, KMTV, WOW-TV

Met area	456,458	366,395	24.6%
Tv area	967,040	39,680	2,337%

Orlando: WDBO-TV, WESH-TV,

WLOF-TV			
Met area	317,412	141,833	123.8%
Tv area	720,680	No station in 1950	

Pensacola: WALA-TV, WEAR-TV,

WKRQ-TV**			
Met area	202,446	131,260	54.2%
Tv area	681,520	No station in 1950	

** Tv area includes Mobile and Pensacola metropolitan areas.

Peoria: WEEK-TV, WMBD-TV, WTVH

Met area	287,188	250,512	14.6%
Tv area	614,080	No station in 1950	

Philadelphia: WCAU-TV, WFIL-TV,

WRCV-TV			
Met area	4,289,194	3,671,048	16.8%
Tv area	6,215,040	1,120,000	454%

Phoenix: KOOL-TV, KPHO-TV, KVAR

Met area	652,032	331,770	96.5%
Tv area	686,720	9,600	7,153%

Pittsburgh: KDKA-TV, WHC, WTAE

Met area	2,394,623	2,213,236	8.2%
Tv area	3,512,280	204,800	1,131%

Portland, Me.: WCSH-TV,

WGAN-TV, WMTW-TV			
Met area	122,128	119,942	1.8%
Tv area	767,360	No station in 1950	

Portland, Ore.: KGW-TV, KOIN-TV,

KPTV			
Met area	815,745	704,829	15.7%
Tv area	1,479,360	No station in 1950	

Providence: WJAR-TV, WPRO-TV

Met area	814,028	760,202	7.1%
Tv area	2,532,640	86,400	2,824%

Provo-Orem, Utah: KCPX-TV,

KLOR-TV, KSL-TV, KUTV ¹⁰			
Met area*	106,777	81,912	33.5%
Tv area	736,000	31,260	2,254%

* Tv area includes Ogden, Provo and Salt Lake City metropolitan areas.

Pueblo: KCSJ-TV, KKTU, KRDO-TV⁴

Met area	117,547	90,188	30.3%
Tv area	247,840	No station in 1950	

* Tv area includes Colorado Springs and Pueblo metropolitan areas.

Raleigh: WRAL-TV, WTVD¹

Met area	168,815	136,450	23.7%
Tv area	682,880	No station in 1950	

¹ Tv area includes Durham and Raleigh metropolitan areas.

Reno, Nev.: KOLO-TV

Met area*	83,700	50,205	66.7%
Tv area	131,200	No station in 1950	

Richmond: WRVA-TV, WTVR,

WXEX-TV			
Met area	406,053	328,050	23.8%

Tv area	818,240	66,880	1,123%
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Roanoke: WDBJ-TV, WLVA-TV,

WSLS-TV			
Met area	157,560	133,407	18.1%
Tv area	992,960	No station in 1950	

Rochester, N. Y.: WHEC-TV,

WROC-TV, WVET-TV			
Met area	582,777	487,632	19.5%
Tv area	981,440	67,840	1,343%

Rockford, Ill.: WREX-TV, WTVO

Met area	208,678	152,385	36.9%
Tv area	642,560	No station in 1950	

Sacramento: KCRA-TV, KOVR,

KXTV ⁹			
Met area	500,719	277,140	80.7%
Tv area	1,234,880	No station in 1950	

⁹ Tv area includes Sacramento and Stockton metropolitan areas.

Saginaw: WJRT, WKNX-TV,

WNEM-TV ⁸			
Met area	189,229	153,515	23.3%
Tv area	1,253,440	No station in 1950	

⁸ Tv area includes Saginaw, Bay City, Flint metropolitan areas.

St. Joseph, Mo.: KFEQ

Met area	89,176	96,826	-7.9%
Tv area	697,280	No station in 1950	

St. Louis: KMOX-TV, KPLR-TV,

KSD-TV, KTVI			
Met area	2,040,188	1,719,288	18.7%
Tv area	2,423,040	248,960	826%

Salt Lake City: KCPX-TV, KLOR-TV,

KSL-TV, KUTV ¹⁰			
Met area	380,787	274,895	38.5%
Tv area	736,000	31,260	2,254%

¹⁰ Tv area includes Ogden, Provo and Salt Lake City metropolitan areas.

San Angelo, Tex.: KCTV

Met area	63,415	58,929	7.6%
Tv area	94,400	No station in 1950	

San Antonio: KCOR-TV, KENS-TV,

KONO-TV			
Met area	683,262	500,460	36.5%
Tv area	889,360	8,000	11,017%

San Diego: KFMB-TV, KFSD-TV,

XETV			
Met area	1,003,522	556,808	80.2%
Tv area	990,720	64,320	1,440%

San Francisco-Oakland: KGO-TV,

KPIX, KRON-TV, KTVU			
Met area	2,721,045	2,240,767	21.4%
Tv area	3,717,360	108,160	3,244%

San Jose: KNTV, KSHW-TV

Met area	639,615	290,547	120.1%
Tv area	1,307,200	No station in 1950	

Santa Barbara: KEY-TV

Met area	167,883	98,220	70.9%
Tv area	358,720	No station in 1950	

Savannah: WSAV-TV, WTOG-TV

Met area	186,161	151,481	22.9%
Tv area	296,320	No station in 1950	

Scranton: WBRE-TV, WDAU-TV,

WNEP-TV ¹⁰			
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ET TU, BRUTE CAPE
DIEM CUM KVII-TV



TRANSLATION: you too Brutus, can seize the day (and, night time, too) with K 7

KVII-TV has the power (316,000 watts), the tower (815 feet), the programming (ABC full time, interconnected) to deliver the high plains audience. Represented nationally by the Bolling Company



INTRODUCING THE NEW
DRYDEN-EAST
HOTEL

39th St., East of Lexington Ave.

NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or less

Robert Sarason, General Manager
ORegion 9-3900

Met area 232,702 257,396 -9.6%
 Tv area 822,400 No station in 1950

¹⁷ Tv area includes Scranton and Wilkes-Barre metropolitan areas.

Seattle: KING-TV, KIRO-TV,
 KOMO-TV, KTNT-TV, KTVW¹⁸

Met area 1,096,778 844,572 29.9%
 Tv area 1,745,600 63,040 2.669%

¹⁸ Tv area includes Seattle and Tacoma metropolitan areas.

Shreveport: KSLA-TV, KTBS-TV

Met area 280,232 216,686 29.3%
 Tv area 755,200 No station in 1950

Sioux City: KTVI, KVTI

Met area 107,777 103,917 3.7%
 Tv area 520,960 No station in 1950

Sioux Falls, S. D.: KELO-TV,

KSOO-TV
 Met area 85,310 70,910 20.3%
 Tv area 604,960 No station in 1950

South Bend, Ind.: WNDU-TV,

WSBT-TV, WSJV-TV
 Met area 237,874 205,058 16.0%
 Tv area 416,960 No station in 1950

Spokane: KHQ-TV, KREM-TV,

KXLY-TV
 Met area 277,745 221,561 25.4%
 Tv area 747,520 No station in 1950

Springfield, Ill.: WICS, WICS-

WCHU, WTVP¹⁹
 Met area 146,096 131,484 11.1%
 Tv area 426,880 No station in 1950

¹⁹ Tv area includes Decatur and Springfield metropolitan areas. WCHU is satellite of wics.

Springfield, Mo.: KTTS-TV, KYTV

Met area 125,376 104,823 19.6%
 Tv area 382,720 No station in 1950

Springfield-Holyoke, Mass.:

WHYN-TV, WWLP
 Met area 475,211 413,494 14.9%
 Tv area 750,960 No station in 1950

Steubenville, Ohio: WSTV-TV,

WTRF-TV²¹
 Met area 168,203 157,787 6.6%
 Tv area 1,863,680 No station in 1950

²¹ Tv area includes Steubenville and Wheeling metropolitan areas.

Stockton: KCRA-TV, KOVR, KXTV²²

Met area 248,622 200,750 23.8%
 Tv area 1,234,880 No station in 1950

²² Tv area includes Sacramento and Stockton metropolitan areas.

Syracuse: WHEN-TV, WSYR-TV

Met area 562,499 465,114 20.9%
 Tv area 1,215,680 78,720 1.440%

Tacoma: KING-TV, KIRO-TV,

KOMO-TV, KTNT-TV, KTVW²³
 Met area 318,258 275,876 15.4%
 Tv area 1,745,600 63,040 2.669%

²³ Tv area includes Seattle and Tacoma metropolitan areas.

Tampa-St. Petersburg: WFLA-TV,
 WSUN-TV, WTWT



Frederick S. Gilbert, general manager of Time magazine, has been appointed general manager of the Broadcasting Division of Time, Inc., it has been announced by Weston C. Pullen Jr., vice president. He will coordinate and direct activities of the division, which owns and operates KLZ-TV-AM Denver, WFBM-TV-FM-AM Indianapolis, WTCN-TV-AM Minneapolis and WOOD-TV-AM Grand Rapids. Mr. Gilbert joined Time, Inc., in 1935 as a staff member of The March of Time and has been with the organization in sales and management capacities since that time. He has been general manager of the magazine since 1954.

Met area 760,660 409,143 85.9%
 Tv area 1,083,200 No station in 1950

Terra Haute: WTHI-TV

Met area 107,654 105,160 2.4%
 Tv area 569,920 No station in 1950

Texarkana: KCMC-TV

Met area* 90,938 94,580 -4.0%
 Tv area 297,920 No station in 1950

Toledo: WSPD-TV, WTOL-TV

Met area 453,365 395,551 14.6%
 Tv area 1,539,520 105,600 1.357%

Topeka: WIBW-TV

Met area 140,486 105,418 33.3%
 Tv area 363,840 No station in 1950

Tucson: K-GUN, KOLD-TV, KVOA-TV

Met area 262,139 141,216 85.6%
 Tv area 280,000 No station in 1950

Tulsa: KOTV, KTUL-TV, KVOO-TV

Met area 414,117 327,900 26.3%
 Tv area 1,002,400 33,600 2.883%

Tyler: KLTV

Met area* 85,295 74,701 14%
 Tv area 359,920 No station in 1950

Utica-Rome, N. Y.: WKTV

Met area 328,255 284,262 15.5%
 Tv area 385,280 17,920 2.050%

Waco, Tex.: KCEN-TV, KWTX-TV

Met area 148,336 130,994 13.9%
 Tv area 395,520 No station in 1950

Washington, D. C.: WMAL-TV,

WRC-TV, WTOP-TV, WTTG

Met area 1,968,562 1,464,089 34.5%
 Tv area 2,956,160 291,200 94.9%

Waterloo: KCRG-TV, KWVL-TV,
 WMT-TV²⁴

Met area 121,575 100,478 21%
 Tv area 987,840 No station in 1950

²⁴ Tv area includes Cedar Rapids and Waterloo metropolitan areas.

West Palm Beach: WEAT-TV, WPTV

Met area 224,537 114,688 95.8%
 Tv area 353,600 No station in 1950

Wheeling: WSTV-TV, WTRF-TV²⁵

Met area 188,166 196,305 -4.1%
 Tv area 1,863,680 No station in 1950

²⁵ Tv area includes Steubenville and Wheeling metropolitan areas.

Wichita: KAKE-TV, KARD-TV

Met area 342,019 222,290 53.9%
 Tv area 723,840 No station in 1950

Wichita Falls, Tex.: KFDX-TV,

KSWO-TV, KSYD-TV
 Met area 124,783 105,309 18.5%
 Tv area 375,040 No station in 1950

Wilkes-Barre: WBRE-TV, WDAU-TV,

WNEP-TV²⁶
 Met area 346,506 392,241 -11.7%
 Tv area 822,400 No station in 1950

²⁶ Tv area includes Scranton and Wilkes-Barre metropolitan areas.

Winston-Salem: WFMJ-TV,

WSJS-TV²⁷
 Met area 188,229 146,135 28.8%
 Tv area 1,267,840 26,240 4.731%

²⁷ Tv area includes Greensboro-High Point and Winston-Salem metropolitan areas.

York, Pa.: WGAL-TV, WHP-TV,

WLYH-TV, WSBA-TV, WTPA²⁸
 Met area 236,723 202,737 16.8%
 Tv area 1,601,920 77,640 1.962%

²⁸ Tv area includes Harrisburg, Lancaster and York metropolitan areas.

Youngstown, Ohio: WFMJ-TV,

WKRN-TV, WKST-TV
 Met area 507,062 416,544 21.7%
 Tv area 508,000 No station in 1950

Health Program

The Jack LaLanne Way to Vibrant Good Health, by Jack LaLanne. Prentice Hall Inc., Englewood Cliffs, N. J. \$4.95.

Tying in nicely with the WNTA-TV New York-Newark, Monday-through-Friday (3:30) exercise program, Jack LaLanne's new exercise and health book offers printed proof that anyone can be born again physically in a 90-day period. Secrets of how he brought his own body back from a low ebb to the physical perfection he enjoys today are not the least of the information his book reveals.

Pulse (Continued from page 43)

QUESTION 6: As a baseball attendee LAST year, would you be willing to pay to see ball games on tv? As a non-attendee?

	Attendees	Non-Attendees
	%	%
Willing to Pay	51.2	18.5
Not Willing to Pay	48.8	81.5
Total %	100.0	100.0
Total Attendees	88	
Total Non-Attendees		162

adding up to 48.8 per cent of the 88 attendees.

One hundred and sixty-two of the Pulse respondents who had not gone to a ball park last season to watch a game voted thusly: 18.5 per cent in favor of paying for a tv version, 81.5 per cent against. The conclusion is mathematically obvious: more than half of last year's attendees are willing to pay, compared with less than 20 per cent of nonattendees.

Carrying the same question through to this season, Pulse found that the percentage of attendees willing to pay was virtually the same as

that for the previous year, although about midway through this summer the number of attendees among the Pulse sample was only 25. The percentages among this group were 52.0 willing to pay, 48.0 unwilling.

Among the 225 non-attendees during the current season, however, the percentages varied somewhat from those of last year. Twenty-seven-point-five per cent—nine per cent better than a year ago—expressed a willingness to part with some money to watch a Yankee game on the home set, while 72.5 per cent said they had no such inclination.

QUESTION 7: As a baseball attendee THIS year, would you be willing to pay to see ball games on tv? As a non-attendee?

	Attendees	Non-Attendees
	%	%
Willing to Pay	52.0	27.5
Not Willing to Pay	48.0	72.5
Total %	100.0	100.0
Total Attendees	25	
Total Non-Attendees		225

Newsfront (Continued from 27)

dren. Timebuying begins with ratings and cost per thousand . . . but advertising expenditures based solely on ratings, without consideration of the character of the audience delivered, may lead to selection of a schedule which delivers less than maximum sales efficiency."

Tv Gets Major PM Budget

About 60 per cent of the advertising budget for the new king-size

Philip Morris Commander will go into television, with spot in the 22 top markets getting a major share. Although newspapers, magazines and radio will be used as well as tv, the latter gets the lion's share of the budget, according to George Weissman, executive vice president-marketing for Philip Morris.

Roger M. Greene, vice president-advertising for the company, announced a 50-state advertising campaign which will require multi-million-dollar outlays between mid-September and the

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

**MADISON AVENUE
AT 52nd STREET**



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere . . .
now with 500 individually decorated
rooms and suites — and
completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well . . .
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



Fly MOHAWK

GOLDEN
Metropolitan
SERVICE!



NEW YORK

UTICA-ROME • SYRACUSE
BINGHAMTON • ROCHESTER
ELMIRA-CORNING • BUFFALO

and from Detroit and Erie, Pa., through
Upstate New York to New England and Boston!



NOW!

In New York
MOHAWK
serves
IDLEWILD,
WESTCHESTER
CO. and
NEWARK
airports!

For
information and reservations:
IN NEW YORK CITY
LO 3-7373

IN WESTCHESTER CO.
White Plains 8-5555

IN NEW JERSEY
Newark MA 4-9588

OR YOUR TRAVEL AGENT

end of the year. It will publish and broadcast reports on the new Commander-making process and its specific advantage to smokers. Leo Burnett Co. is the agency for the new brand, with Don Reed account executive.

Philip Morris, in addition to the important spot campaign, will use its six network shows to introduce the new product, including *Perry Mason*, *Rawhide*, *Dobie Gillis*, *Douglas Edwards* and *The News* (two shows) and the new *Route 66*.

In introducing the new cigarette, Joseph F. Cullman 3rd, president of Philip Morris, Inc., pointed out that the company was first in the cigarette field with a filter (Parliament), first with the flip-top box, first with the recessed filter and now first with a production concept which "provides a new standard in cigarette quality unequalled in smoking characteristics. The Commander offers smokers a king-sized cigarette that is 5mm longer and slightly larger in circumference than the long-size Philip Morris brand it replaces," he added. The regular-size Philip Morris will be continued.

The new cigarette is made possible by the use of a new machine, the Molins Mark VIII, made by Molins Mfg. Co., Ltd., of London. The Philip Morris Co. has exclusive rights to the machine for a considerable period. Principle involved is an air-pressure system of lifting tobacco and air cleaning it before packing it into the cigarette, which is intended to give it an even texture throughout. A special system of filling the ends and cutting them cleanly makes for tight packing where the cigarette meets the lips. The cigarette smokes at an extremely low temperature. A new, specially designed soft pack features the word "Commander" under the brand name Philip Morris.

Network Billings

Network billings continue to rise as expenditures for the first six months of 1960—\$336,235,352—represent a gain of nine per cent over the \$308,651,352 spent in the medium in the same period in 1959. The second quarter of this year showed a 7.5-

per-cent rise over billings for the same period last year. Companies in all categories spent \$164,335,671 between April and June, as against \$152,861,504 spent in '59.

Billings for June were up about nine per cent over the preceding year: \$52,912,130 this year to \$48,472,139 last.

Figures released by the Television Bureau of Advertising show that the product category making the largest gain was gasoline, up 250 per cent over the first six months of 1959. Also showing important gains were apparel, footwear and accessories, household furnishings, drugs and remedies, automotive and a number of others.

Top spending was again done by food manufacturers, followed by toiletries, drugs, smoking products and soaps and cleansers.

Holding firm to the number-one spot with an expenditure of \$12,506,267 was Procter & Gamble, while the leading single product was once again Anacin. New to the list of top 25 company advertisers were Texaco, which reached 11th place with an expenditure of \$3,006,100, National Dairy Products and Alberto-Culver. On the list last year but off now were Pharmaceuticals, Inc., Standard Brands and Eastman Kodak. Making major climbs this year for the six-month period were Philip Morris, up from 23rd to ninth; Brown & Williamson, up from 22nd to 13th, and National Biscuit Co., up from 21st to 16th.

Brands on the 1960 top 25 list that were not present in 1959 include Texaco in third place, Marlboro in 15th, Phillips Milk of Magnesia in 17th, Allstate in 20th, Armstrong floors in 22nd, Nabisco cookies in 23rd and One-A-Day vitamins in 25th. Large gains were made by Dristan, moving up from 10th to second spot; by Pall Mall, up to seventh from 21st, and by Phillies, Winston, L&M, Salem and Crest. Drop-offs from last year's list of the top 25 include Colgate dental cream, Dodge cars, Handy Andy, Chesterfield, Beech-Nut gum, Bulova and Alka-Seltzer.

In the picture

Mort Werner, vice president and director of the radio-television department of Young & Rubicam, Inc., has been appointed a senior vice president, it has been announced by George H. Gribbin, president of the agency. A veteran of 28 years in the broadcasting field, Mr. Werner came to Young & Rubicam in October of last year. His previous connection was with Kaiser Industries, where he was a vice president. In addition to directing programs and advertising, he participated in the development and direction of the Kaiser Industries tv and radio stations in Honolulu. At NBC, where he was vice president in charge of national programs before joining Kaiser, Mr. Werner played an important part in developing as well as producing the then new "magazine concept" in tv broadcasting, as exemplified by the *Today*, *Home* and *Tonight* programs of the middle '50s.



The appointment of **Richard H. Hurley** (l.) and **Harold V. Rover** (r.) as vice presidents of Compton Advertising, Inc., has been announced by Barton A. Cummings, president. Mr. Hurley came to Compton in 1949 as an assistant timebuyer, advancing to the position of timebuyer in 1950 and assistant head timebuyer in '52. In 1954 he became an account executive and last year was made an account supervisor. Mr. Rover's previous experience includes Wiley & Son, Inc., and Western Electric. He joined Compton in '52 as a researcher, going into account work in '55 and becoming an account supervisor this year.

Charles A. Pooler, senior vice president in charge of international operations for Benton & Bowles, Inc., has announced the appointment of **Michael Turner**, a vice president of the agency, to the position of an associate director of Lambe & Robinson-Benton & Bowles, Ltd., the B&B British subsidiary. In addition to supervising several accounts, Mr. Turner will also establish the first merchandising department within the British agency, reflecting Benton & Bowles' continued expansion of its overseas operations. A year ago Townsend Griffin, a B&B vice president and account supervisor, was appointed to the English agency as a resident director. Mr. Turner joined the research department of Benton & Bowles in 1950. He moved into account work three years later and was appointed an account supervisor early in 1959. Later that year he was elected a vice president.



Lennen & Newell, Inc., has advanced three copy supervisors—**S. Brooke White** (l.), **William W. Suitt** (c.) and **Daniel C. Ellis** (r.)—to vice president. Copy supervisors on the P. Lorillard account, Mr. White and Mr. Ellis joined L&N in February 1957 and April 1958, respectively. Mr. Suitt, formerly with Fuller & Smith & Ross as creative director and with Maxon, Inc., as creative supervisor, came to L&N in November '58 and is copy supervisor on the Best Foods account.

Walter D. Scott (l.), executive vice president, television network, and **P. A. Sugg** (r.), executive vice president, owned stations and spot sales, have been elected to the board of directors of NBC. Mr. Scott has been with the company since 1938, rising through successive sales positions to become vice president, television network sales, in January 1958 and to his present post in February '59. Mr. Sugg joined NBC in April 1958 as vice president of the divisions of which he is now executive vice president. His first job in broadcasting was as a control-room engineer at KPO San Francisco in 1929.





**"WAGA-TV'S EDITORIALS...IN THE TRADITION OF AMERICA'S
FREE AND RESPONSIBLE PRESS..."** ■ James C. Hagerty
Press Secretary to the President

The inauguration in May of 1960 of telecast editorials twice each weekday evening on WAGA-TV brought to Atlanta's million-plus population the first "other voice" since the merger of the two daily newspapers more than 10 years ago. ■ In the words of President Eisenhower's Press Secretary . . .



James C. Hagerty

"The expression of varied opinions, supported by fact and conviction, can be a healthy addition to the intellectual development of a community." The "WAGA-TV Editorial" is another example of what Mr. Hagerty calls "... the fine public service activities being carried on by WAGA-TV." ■ A basic programming objective of WAGA-TV is "... to promote community betterment . . . the development of an active, informed citizenry . . . to cooperate with the recognized governmental, civic, charitable, religious, educational, and other agencies dedicated to these ends."

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